MAY 8, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsma of Radio

Broadcast Adver

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Detroit 2, Michigan

DETROIT

The Stations Doing Things in ... na-

KTUC, Tucson, Wins Variety Citation for Showmanagement

IN THEIR showmanagement review for 1943, Variety gave KTUC, Tucson, the citation for individual small station enterprise because, as Variety stated: "KTUC gave appreciative Arizonians a bang-up facsimile of big-league operation. It looks and acts like a 50,000 watter. Whatever it purported to do it did well, and furthermore in good taste."

And here's the secret behind it: every time anything of local interest happens around Tucson, KTUC microphones are there, broadcasting on the spot. These are the things that make friends of listeners —catering to their local interests, serving local needs. And they have built for KTUC a loyal and responsive audience, the reason why *KTUC Gets Results!*

KTUC
CBS Affiliate
TUCSON ARIZONA
Lee Little, Manager
250 Watts
1400 Kilocycles

KOY, Phoenix, D... 2,277 Hours At... Public Service ...ns

LAST YEAR, KOY, Phoenix, continued in top place as "Arizona's Station for Public Service." Thirteen hundred and twenty-eight hours were contributed to public service features, exclusive of war effort programs, which added another 949 hours for a grand total of 2277 hours! At card rate, these public service and war programs have a time value alone of more than $208,000!

KOY facilities were used last year by 101 different organizations and institutions in their civic, public service functions — things that affect every individual in Phoenix . . . and Arizona. KOY, because it serves local interests by participation in local activities, has a large, loyal and enthusiastic audience. And such listener loyalty predicates advertising results.

KOY
CBS
PHOENIX ARIZONA
1000 Watts on
550 KC.
KEY STATION: THE ARIZONA NETWORK

TO SELL ARIZONA—
The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

HOW HIGH IS UP?

"My name is Ish
And my ambish,
To see how tall is high,
Has brought me near
The stratosphere
With W, K and Y."

ALL RIGHT, Professor Kyser, than whom none is wiser, whose students at Kollege show musical knowledge, can you help us out of this awful dilemma and tell us how high is WKY's antenna?

STU-DENTS!!

WKY's new Truscon antenna is one of the two highest in the Western Hemisphere and the sixth highest man-made structure in the Americas. From its topmost point, 915 feet above the ground, you can see 50 miles in all directions on a clear day.

This lofty new tower is a unit of WKY's new transmission facilities being constructed at a cost approximating a quarter-million dollars.

This new antenna will not only materially increase WKY's daytime coverage and nearly double its nighttime coverage, but has been designed to carry FM and Television antenna later on.

WKY is a leader in Oklahoma today, because it was planned that way yesterday. WKY will continue its leadership tomorrow, because it is planning for it today.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

WKY
OKLAHOMA CITY

WCSC

is

14 years old today*

We're only two-thirds of the way to our *voting* majority...but we've more than reached our majority in serving clients throughout coastal South Carolina.

**Established May 8, 1930*

WCSC CHARLESTON, South Carolina

CBS Affiliate • Nationally represented by Free & Peters

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WWL Advt.
April, 1941

Today—

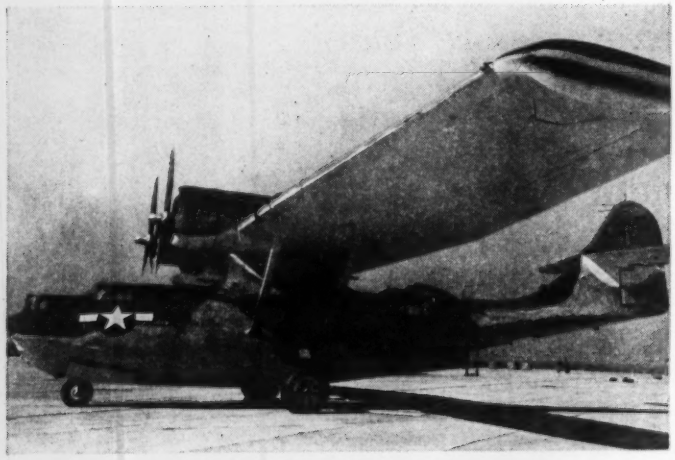
When You Think of

NEW ORLEANS

. . . You Think of

Consolidated Vultee PBY Patrol Bombers

MADE IN NEW ORLEANS



. . . AND

WWL

NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

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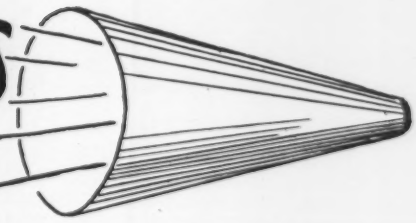
Here's a Success Story to Prove
KFOR Has the Audience in
NEBRASKA'S CAPITAL CITY AREA!

The Hardy Furniture Company sponsors Harvey Swenson and the eight o'clock news every week-day morning on KFOR. For two broadcasts, carpet sample rugs were featured on the commercials. By noon of the second day, the entire stock of over 500 rugs had been completely sold out. The rugs were advertised in no other way. The moral of this little story is . . . KFOR has the audience in Nebraska's Capital City Area!

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
A Small Station Doing a BIG JOB

IF IT'S RESULTS YOU WANT



In the Nashville Market

AT A LOW COST

Analyze This Hooper Rating

Months—February—March, 1944

Total Coincidental Calls–This Period 13,090

Station	A	WSIX	B	Others
MORNING INDEX Mon. thru Fri. 8:00-12:00 A. M.	33.3	**37.8**	28.9	0.0
AFTERNOON INDEX Mon. thru Fri. 12:00-6:00 P. M.	29.5	**32.4**	38.1	0.0
EVENING INDEX Sun. thru Sat. 6:00-10:00 P. M.	30.0	**19.7**	50.2	0.1

WSIX has shown a steady listener increase for the past six consecutive months and is still gaining.

The Katz Agency, Inc., National Representatives

Blue *Mutual*

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

JACK RHEINSTROM, *Vice President, Campbell-Mithun, Chicago*

Says—"Spot broadcasting offers many advertisers their only opportunity to use radio advertising"

●Numerically speaking, Mr. Rheinstrom, we'd offhand put the figure at about 90%. But as you yourself could point out, a good many of even the smallest spot-broadcasting advertisers are actually getting higher Hooper ratings in their various markets than is achieved by any of the biggest-time network shows!

●One of our jobs here at F&P is to keep close touch with all the stations we represent, watching for these button-busting local productions that represent such amazing bargains for spot broadcasting advertisers. Anytime you agencies or advertisers are interested, just give us a ring and see what we can find for you. . . .

EXCLUSIVE REPRESENTATIVES:

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WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
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KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 19 WASHINGTON, D. C., MAY 8, 1944 $5.00 A YEAR—15c A COPY

Nets Pool Facilities to Cover Invasion

Army Collaborates In Radio's Big News Task

By SOL TAISHOFF

AMERICAN radio, working in closest collaboration with the military, will perform the most intensive news coverage task in history when Allied forces under supreme command of Gen. Dwight D. Eisenhower invade the European continent on D-Day.

In broad outline, the plans for radio coverage of the invasion thrust were unfolded last week. They provide a degree of military-radio collaboration never before achieved. Arrangements were completed by Col. E. M. Kirby, chief of the Radio Branch of the War Department's Bureau of Public Relations, upon his return from a mission to the European war theatre.

Sarnoff Directs Traffic

Network precedents and taboos are tossed overboard. Restrictions heretofore imposed upon performance of recordings on the old line major networks have been waived. The ingenious "wire recorder" will be on hand in every planned operation, hitting the beachheads with the invasion forces.

The part radio is destined to play in reporting the greatest military incursion in history was unfolded, within security limitations, by Col. Kirby in an interview with BROADCASTING. He was in the European theatre from March 15 to April 21 on special assignment by Gen. Surles, to coordinate radio coverage plans with ETO policy and communications officials. In supervisory charge of all traffic arrangements is Col. David Sarnoff, RCA president, NBC chairman of the board, and a veteran wireless telegrapher and traffic expert in his own right. Col. Kirby also discussed the arrangements in an address in New York last Thursday before the Radio Executives Club.

Arrangements which can be reported at this time:

(1) Sufficient transatlantic circuits now are in operation to provide all networks with at least 18 hours per day of continuous service.

(2) Consolidated studios, where all copy from the beachheads, including recordings, will terminate, now are in operation—maintained by the Army in cooperation with the four major networks.

(3) Censorship will be expedited and copy moved as quickly as possible for release to networks and stations.

(4) Networks have waived all restrictions against use of recordings, and the consolidated studios are provided with facilities for recording, dubbing and re-recording, along with complete equipment for wire recorder operations.

(5) Networks have agreed to combined operations and will "pool" their copy. Thus, the radio reporter who happens to be on the scene will be picked up as commentator for the *COMBINED* American networks and will so announce himself.

(6) On equal footing with the press, radio reporters representing individual stations or regional networks, aside from those designated for the major networks, will be accredited, with a maximum of a dozen in ETO, accommo-

(Continued on Page 8)

Cols. David Sarnoff and Ed Kirby in London

Craven Expected to Leave FCC Post

Friends Say He Desires Private Life; Fly Reports Afloat

FAR-REACHING changes in the radio regulatory picture were presaged last week with the reported decision of Commissioner T. A. M. Craven, "free enterprise" stalwart on the FCC, not to seek reappointment when his present term expires June 30.

At the same time stories again were afloat that FCC Chairman James Lawrence Fly, majority spokesman on the Commission, would be called by the President to accept another position identified with Government war operations—possibly as communications coordinator.

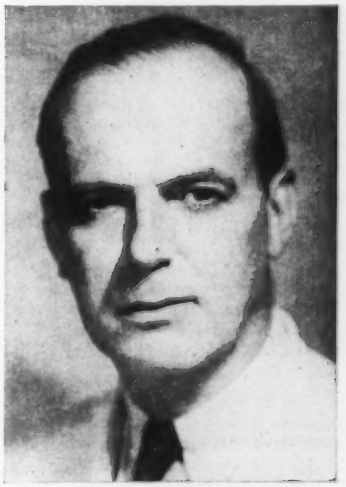
Craven Declines Comment

While there was no confirmation of the Fly report, that pertaining to Comdr. Craven is something more than speculation. The latter was non-committal. Despite this, however, in one reliable quarter it was indicated that Commissioner Craven already had notified President Roosevelt of his decision not to seek reappointment, to permit him to reenter private business, which he left in 1935.

It has long been known that Commissioner Craven, often at loggerheads with Chairman Fly because of his consistent policy against Government incursions into private business, desired to return to the commercial radio field. From 1930, when he resigned from the Navy, until 1935 he was a consulting radio engineer in Washington. It is expected he will accept an executive-engineering post with an important station group.

The reports concerning Mr. Fly, of a somewhat less definite character, persisted, particularly on Captiol Hill. The chairman has been represented in the past as saying that he would engage in private practice of law were it not for the war. His name has been associated in official quarters with another Government post. Aside from that of communications coordinator—a field in which he has been strongly interested—mention also has been made of his possible appointment to the chairmanship of the Tennessee Valley Authority, where he served as general counsel prior to his FCC tenure, which began in 1939. Also speculated upon was possible appointment of Chairman Fly to the vacancy existing on the U. S. Court of Appeals for the District of Columbia,

(Continued on page 56)



T. A. M. CRAVEN

dated on a rotation basis, and with provisions for radio correspondents in all other war theatres.

(7) Communications companies have agreed that if they are unable to provide adequate traffic facilities, the Signal Corps shall supply additional circuits as needed.

Col. Kirby said that radio is "on the spot" ready to bring to American listeners coverage of the impending operations "on a scale commensurate with their scope and magnitude". The plans contemplate recognition of radio's niche in war news coverage on a parity with the press and pictures. Radio, however, will have its own pool, distinct from those of the other spot news services. Correspondents will fly overhead and cross on surface vessels with the invasion troops. Details, Col. Kirby said, are withheld for security reasons.

Pre-invasion plans, approved by Gen. Eisenhower, recognize in full measure the value of an informed home front, said Col. Kirby. "Every possible preparation has been made, following mature consideration of the functions and requirements of each of the media by the high command," Col. Kirby asserted. "Radio will be in a position to report the developments directly and fully."

Under Intensive Training

For weeks, the Army has been training correspondents under field conditions. They have been taught plane and weapon identification, map reading and other combat fundamentals. They also have been given physical conditioning courses to cope with the rigors of what amounts to a commando offensive, en masse.

There won't be any "scoops" in the stricted sense, in radio's coverage of the invasion, according to Col. Kirby. Under the "combined operations" plan, every network will be given equal opportunity. For example, if Ed Murrow, CBS veteran London manager, should be on hand when "lightning strikes", his commentaries will be available in the initial stages not alone to CBS but to all networks, hooked in tandem. Under the agreed formula, he will identify himself:

"This is Edward Murrow, speaking for the *combined* American networks."

This marks the first time that the "combined formulae" will have been activated for radio, Col. Kirby pointed out. The same plan will be followed by all representatives of British Broadcasting Corp. and for all recordings made by Allied radio correspondents. Spot coverage will be available to American and British audiences alike.

The provision for accreditation of independent station and regional network correspondents achieved a result sought by Col. Kirby's Radio Branch from the start of operations in foreign theatres. The Radio Branch felt that if independent newspapers had the privilege of sending individual correspondents to war fronts, individual stations should be accorded similar privileges.

The project provides for 12 correspondents at any one time in the European theatre to remain a minimum of 60-90 days. Whenever the number drops below 12, by virtue of the return to the States of radio reporters, the quota will be restored through delivery of eligible radio correspondents from the list accredited through Army public relations. In other war theatres, plans will be made for radio coverage commensurate with operations.

Regionals, Independents Aligned

Regional networks and stations which already have been accredited to send men to ETO are: Yankee, Texas Quality and West Virginia Networks; WJR-WGAR-KMPC, as a group; WLW WLS WSB KSTP WFBM. The correspondents have not yet been identified.

Pre-invasion plans in England are no less precise than those at home, insofar as radio coverage is concerned. Virtually all networks have made provisions for newsroom control so that invasion news can immediately take command of network service. Past slips and some blunders in the handling of other aspects of spot news coverage have been guarded against so far as possible.

As was the case in the Italian campaign, it is expected that extensive use of recordings will be made. Pre-invasion blue prints cover their use where spot reporting isn't easily achieved or where censorship facilities are not readily available, Col. Kirby declared. Adequate courier service to consolidated studios have been made. Wire recorders, first demonstrated and introduced as a war implement by Col. Kirby, will be available for every beachhead landing and wherever security conditions permit. They will be available in adequate numbers to cover all contemplated or scheduled operations not only in the European theatre but in other war zones.

Figuring prominently in the arrangements from the traffic-policy aspect was Col. Sarnoff. He recently was named special consultant to the public relations office's Communications Branch, though attached to the Signal Corps. The appointment was made by Supreme Headquarters of the Allied Expeditionary Force.

Col. Sarnoff originally was assigned to the European theatre by Maj. Gen. Harry C. Ingles, Chief Signal Officer at Washington headquarters. Final arrangements for both traffic and policy were completed during Col. Kirby's visit last month, when the former director of the NAB's department of public relations renewed acquaintances with the RCA-NBC executive.

The format of the radio plan was completed during Col. Kirby's visit. Col. Sarnoff's initial assignment had to do with the organization, provision and clearance of traffic facilities for all services. Thereafter, he was named special consultant to the Supreme Command.

USARS Created

Plans on both traffic and policy were evolved by the two radio officials with Brig. Gen. T. L. Davis, public relations officer of the supreme headquarters, Allied expeditionary force; Brig. Gen. Royal B. Lord, deputy director, ETO, formerly deputy chief, Army public relations in Washington; and a joint Signal Corps mission detailed by Maj. Gen. Frank E. Stoner, deputy chief signal officer.

During his mission, Col. Kirby also completed arrangements on the formation of USARS (United States Army Radio Service) to provide five-minute interviews by transcription for use in local news programs at the rate of 140 per week [BROADCASTING, May 1]. These will cover local interest interviews featuring home town personnel in expeditionary service. Similar USARS services will be provided in other war theatres.

Networks Prepared for Biggest Story

Listeners to Be Given Complete Coverage Of Invasion

By BRUCE ROBERTSON

SOME DAY soon the news will be flashed that the invasion of Europe by the Allied forces has begun. When that flash comes, be it during the day, evening or in the small morning hours, it will find American radio ready to spread the word throughout the land, ready to shift into 24-hour daily operation to bring the listening public a complete, accurate and speedy report on every phase of the military operations.

Accuracy Is Paramount

As William F. Brooks, NBC director of news and special events, reported on the Alka Seltzer *News of the World* broadcast on April 30: "We've been ready for the last six months. This is too important and too big to leave anything to luck. We all feel deeply, keenly and constantly our grave responsibility to make absolutely sure that our listeners are given full and accurate coverage as fast as possible. This is an operation in which there is no margin for error.

"I can't emphasize that word 'accuracy' too much," Mr. Brooks continued. "Speed is important, but accuracy is paramount. There will be no 'scare' news or invasion rumors on NBC programs. As to speed, invasion news will have priority over everything else on NBC —nothing else will even be a close second."

LAST MINUTE CHECK of international control panel linking CBS New York newsroom with war theatres is made by Paul White, network director of news broadcasts. Here he can direct invasion coverage, signaling network reporters and engineers in such remote spots as Anzio, London, Australia, Algiers. Mr. White also can accurately check on overseas pickup quality and determine whether listener reception is what it should be.

Those words might have been said by any of the nationwide network news chiefs. All have set up plans for getting the first word of the invasion to their listeners in the shortest possible time, for putting their networks into operation in the post-midnight hours when many stations have shut down, for assembling news and commentator staffs in New York and Washington at a moment's notice, for picking up London—or any other part of Allied territory—and switching it into the network schedules in a matter of seconds.

If the invasion news should break at 3 a.m., say, the major press associations serving radio have offered to have their district bureaus call key men at each of their station clients. Affiliates who maintain 24-hour schedules, as many do today, keep monitoring the network lines throughout the night, so that any special news may be instantly picked up and passed along to their audiences.

Use Fan-Out System

John Whitmore, manager of Mutual's news division, has prepared a fan-out system of telephone calls to summon executives of a number of MBS stations throughout the country, who in turn would call other MBS affiliates in their areas, who would call still others, enabling the assembly of the full network within a matter of minutes.

During the normal hours of operation, each network newsroom has a system for taking over the network almost instantaneously, by the push of a button or a single call to master control. Affiliates broadcasting local programs and not connected with the network at the time of the flash will in most

(*Continued on page 52*)

Fly Supports CBS in Television Battle

Criticism of Jett Draws NBC, ATS Ire

THE BATTLE over television allocations, standards and quality, interrupted by Pearl Harbor, broke furiously last week in the wake of the CBS statement urging that the new visual art await the introductions of wartime improvements.

The week's developments found FCC Chairman James Lawrence Fly strongly supporting the CBS position, at loggerheads with the newest member of the Commission —E. K. Jett, former chief engineer and a recognized technical authority. NBC, through President Niles Trammell, last Friday took up the cudgels substantially in support of the Jett position, in a letter to NBC affiliates, attenpting to clear the haze over television's future.

Fly Issues Statement

There were pro and con statements all down the line, with the active television broadcasters and experimenters supporting introduction of television under existing standards as soon as equipment and personnel become available, while CBS was flanked not only by Chairman Fly, but by the FM adherents in urging a "wait and see" policy.

Out of the maze of statements and allegations, in some measure tinged with acrimony, came the view that Chairman Fly wants to have the FCC, rather than private industry, determine future allocations in the ultra-high frequencies, whatever the nature of the service. In some quarters the view was expressed that a full, well-rounded discussion of the problem is healthy.

Chairman Fly, in an announcement last Wednesday, said that he in the near future would make a comprehensive statement of his "individual views" on the future of television standards.

Mr. Fly took sharp issue with Commissioner Jett, who had predicted a dual system of television—one using existing or slightly modified standards and the other the high quality system when available in the post-war era [BROADCASTING, May 1].

The *New York Times* last Wednesday quoted Mr. Fly as having stated that he felt both the editorial the preceding day in the *Times*, opposing the CBS position, and Mr. Jett's statement had "helped perhaps to muddy the water" regarding an understanding of the television controversy. This was viewed in astonishment in radio circles as a rebuke to Mr. Jett, who took office last February.

Continuing to carry the battle, the *Times* in an editorial last Thursday reiterated its opposition to the CBS position and to Mr. Fly's support of it, stating that what television needs "is precisely the kind of orderly progress that Mr. Jett has suggested."

Paul W. Kesten, CBS vice-president who touched off the controversy April 27 with the release of a 16-page brochure contrasting pre-war television standards with those likely to be available as a result of wartime developments, in a letter published in the *Times* last Wednesday took issue with its editorial position, reciting instances wherein he held the newspaper was in error. In a footnote to the letter, the *Times* brought out that resolutions were adopted on April 28 by the Television Broadcasters Assn., which described the CBS statement as "contrary to the carefully considered recommendations of the industry" [BROADCASTING, May 1].

The first Fly blast, attacking the *New York Times* editorial and the Jett position, criticized manufacturers of sets for hoping "to sell a lot of stuff" that would not give the best possible service. This was reminiscent of the fight in 1940 launched by Mr. Fly against industry plans then to market television receivers, following which the existing rules and standards were promulgated.

The initial *Times* editorial had supported the position of the Radio Technical Planning Board, that present specifications were adequate to start commercial television —a view also supported by Commissioner Jett.

In his formal statement Wednesday Chairman Fly said it had been his view that "the highest developments which our television technicians are capable of producing should be made available as soon as may be feasible, consistent with the overall economic picture". He added he thought it would be "foolhardy to lock down future television services to the present war levels", adding that wartime research has been "very productive" [see text of Fly statement on Page 59].

Norman D. Waters, president of the American Television Society, to whom Commissioner Jett had written what turned out to be the provocative letter, telegraphed Chairman Fly last Wednesday as a citizen, rather than as president of ATS. Disagreeing with Chairman Fly that Mr. Jett had "helped perhaps to muddy the waters," Mr. Waters said that it is decidedly in the public's as well as the industry's interest, that the entire television situation be aired, fought out, if necessary and final decisions be made regarding the status at the earliest possible moment."

Mr. Waters said Mr. Jett "is certainly fully qualified to express a personal opinion which clearly represents his own view, not necessarily shared by the Commission as a whole at this time.

"The public will owe a great debt to the courage of men like Mr. Jett, who can contribute so much to television progress," he said. "By all means, let's clear the air for the public's sake. Television is counting on you; don't fail it."

Goldmark Reaffirms Stand

"We find no inconsistency between our recommendations and those of the Radio Technical Planning Board's television panel," Dr. Peter Goldmark, CBS chief television engineer, told BROADCASTING last week when asked about the apparent discrepancies in the CBS proposals and those of the panel, which recommended the retention of most the present standards for commercial television transmission in the post-war period.

Criticizing those who have read implications into the CBS report on television which it does not contain, Dr. Goldmark said that the network feels that television broadcasting and set sales should go ahead on the present standards, but that the public should be told that better television is within reach.

"All we ask for," he said, "is a year's experimentation." If the experiments fail, he stated, the public can then be told to buy sets freely as improvements will be a long way off. But if they succeed, then the public should be told to buy with the full realization that improvements which will make their sets obsolete are imminent.

Dr. Goldmark explained that the RTPB television panel recommended the allocation of 26 six-mc channels to television so that it can continue operations during the experimental period and can be assured of a place in the spectrum should the experiments fail to work out. He pointed out that the panel also recommended that provision be made for higher fre-

(Continued on Page 62)

Trammell Clears Video In Letter to Station Affiliates

NBC President Raps Those Who Would Plan Policy Before Technicians Have Announced Perfection

IN A LETTER to NBC's affiliates last week, President Niles Trammell sought to clear up the confusion over television's advent in the post-war era, in general supporting the position of Commissioner E. K. Jett for a dual system, favoring existing or slightly modified standards at the start with war-developed improvements introduced when feasible. Mr. Trammell's letter follows in full text:

MR. TRAMMELL

It is unfortunate that statements have been made in the press recently which would tend to confuse the public as well as the broadcaster on the future of television. Apparent confusion has developed within the past week as to what technical standards and frequency allocation are best for television, and when television should be launched as a service to the American public. In February of this year NBC announced a policy of energetically pursuing the development of television broadcasting on the best practical technical standards and committed itself to launch a television network service at the earliest possible moment permitted by the progress of the war. This was done in the firm belief that television in its present state has proved practical and is now ready for public participation. NBC believes that television offiers the American public the greatest radio service yet conceived and should be released as soon after the war as possible on the best practical standards known to the engineering profession.

In contemplating the practical application of war research to existing and possible new radio services, Chairman Fly of the FCC suggested to industry in 1942 that it establish a radio technical planning group to study the effect of this technical progress upon radio services and to recommend to the Commission practical standards and frequency allocations for existing and contemplated new services. As a result of Chairman Fly's suggestion, there was established the Radio Technical Planning Board representing all phases of the radio industry.

The RTPB established 13 Panels, each comprising engineers of the industry, who are specialists in the subjects assigned for study to the respective Panels. Panel 6 was assigned the technical problems of television. The Television Panel in turn established 6 Committees, consisting of leading television engineers of the United States, to study the problems and recommend solutions to the particular tech-

(Continued on Page 58)

UAW Negotiates for WJBK; Price of $700,000 Hinted

A NEW RECORD price for a local station—about $700,000—will be established if current negotiations for the sale of WJBK Detroit, to the United Automobile Workers, powerful CIO union, are completed.

James F. Hopkins, president, manager and part owner of WJBK, last Friday confirmed reports that negotiations are in progress, but said no contract had been signed. At the invitation of the 21-man UAW board, WJBK officials appeared last Wednesday to discuss the proposal. Owners of WJBK, in addition to Mr. Hopkins, are Richard A. Connell, automotive and real estate dealer, and Arthur H. Croghan, WJBK commercial manager.

In Third Market

The last record price for a local was established a fortnight ago, when Lawrence J. Heller contracted to sell WINX Washington to Eugene Meyer, publisher of the *Washington Post*, for $500,000 cash [BROADCASTING, May 1]. Mr. Hopkins pointed out that WINX is a local station in the country's 17th market and is one of six outlets, whereas WJBK is located in the nation's third largest market and is one of six outlets.

While no price was revealed, it is understood conversation has centered around a figure higher than $500,000 and possibly in the neighborhood of $750,000.

Negotiations have been conducted with UAW officers, including R. J. Thomas, president; Richard Frankensteen, vice-president; Walter Reuther, vice-president, and George Addis, secretary-treasurer. Conversations were started about three weeks ago and it was estimated that possibly one month would be entailed before they are completed.

Once an agreement is reached, applications will be filed with the FCC for approval. Such a transaction would establish a precedent, marking the first time a labor union will have acquired ownership of a commercial broadcasting station. WJBK, operating on 1490 kc with 250 w, is one of the foremost local commercial operations in the country.

Mutual Schedules Four-Day Meeting

MUTUAL EXECUTIVES will hold a four-day meeting at the Drake Hotel in Chicago, May 8-11. The Board of Directors and Shareholders in one of their thrice-yearly meetings, will convene Thursday, May 11, under the chairmanship of Alfred J. McCasker, WOR.

The conference opens Monday with a meeting of the program operating board, of which Miller McClintock, MBS president, is chairman, and Adolph Opfinger, MBS program director, vice-chairman. Meeting will continue through Tuesday, May 9, and the executive committee, headed by W. E. MacFarlane, WGN Chicago, chairman, meets May 9-10.

ROSENBERG HEADS OWI ASSIGNMENT

APPOINTMENT of Harold Rosenberg as chief of the Special Assignments Division of the OWI Domestic Radio Bureau was announced last week by George P. Ludlam, chief of the Bureau. To facilitate contact with networks, sponsors and agencies, the Division's headquarters will remain in New York.

Mr. Ludlam also named Mrs. Betty Carter as assistant chief of the Division, the position formerly held by Mr. Rosenberg. Mrs. Carter will continue in Washington where she has been in charge of the Division's activities in that office.

Mr. Rosenberg has been with the Radio Bureau since March, 1942. He is well known as a writer, editor and critic. Mrs. Carter is owner and publisher with her husband, Maj. W. Hodding Carter, of the Greenville (Miss.) *Democrat Times*, and is on leave of absence with OWI.

WAR RADIO COSTLY
Bomber Equipment Investment Exceeds That of Industry

RADIO-ELECTRONIC equipment in use on the 2000-plane British-American bombing missions over the European continent has a greater value than the total plant investment of the entire broadcasting industry in the U. S., according to Army sources.

The planes are equipped not only with electronic apparatus whose operations are highly confidential, but also with transmitter and receiver for communication between the plane and ground, a transmitter and receiver for communication between planes, a radio compass, radio range navigational instruments and directional antennae. There also is an intercommunicating system on each plane.

Separate Tax Statement In Commercials OPA Sa

AMOUNT of the new 20% Federal excise tax on jewelry, furs, toilet preparations and certain leather goods items must be separately stated in radio as well as printed advertisements, the OPA announced last week. For example, a radio advertiser selling a fur coat costing $300 must give in the commercial a statement to the effect that the cost is $300 plus $60, representing the Federal excise tax.

The instruction, "Amendment 1 to Supplementary Order No. 85", is available upon application.

KSO Sold for $275,000 to Murphy Under 'Duopoly' Pending FCC Okay

SALE of KSO Des Moines, Blue and Mutual outlet, by the Iowa Broadcasting Co. to Kingsley H. Murphy, of Minneapolis, for $275,000, was announced last week by Gardner Cowles Jr., president of IBC and executive editor of the *Des Moines Register-Tribune*.

Mr. Murphy, former Minneapolis publisher, is identified with 50% ownership of WTCN Minneapolis, Blue outlet, through family holdings.

KSO was sold by the Cowles interests because of the FCC's "duopoly" order, forbidding ownership of more than one station in the same market area. Iowa Broadcasting Co. will continue operation of KRNT Des Moines, CBS outlet. No changes are slated for KRNT, it was stated.

Transfer July 1

Actual transfer of KSO to Mr. Murphy, subject to FCC approval, is expected to occur about July 1, with new studios and offices for the station, which now shares quarters with KRNT. It also was announced that the two stations will continue to use the same transmitter site and antenna, until such time as essential materials are released. KSO operates on 1460 kc. with 5,000 w.

Stations remaining in the Cowles group, in addition to KRNT, are WMT Cedar Rapids, and WNAX Yankton, S. D. The Cowles organization publishes the *Des Moines Register-Tribune*, *Look* Magazine and the *Minneapolis Star-Journal*.

KSRO Assignment

VOLUNTARY assignment of the license of KSRO Santa Rosa, Cal., from Ruth W. Finley, executrix of the estate of E. L. Finley, deceased, to Mrs. Finley as an individual under her own name, was requested in an application filed with the FCC last week. Mr. Finley died in 1940.

NAB Investigates Jobs for Veterans

EMPLOYMENT possibilities of medically discharged Air Force personnel are being investigated by the NAB at the request of the Placement and Education Branch, Personal Affairs Division, Army Air Corps Headquarters.

An "employment questionnaire" went to stations throughout the country, attached to the NAB bulletin of May 5, with the request that the form be filled out and returned as soon as possible.

GENERAL ELECTRIC Co., Schenectady, N. Y. (electronics division of the Radio & Television Dept.), on May 29 renews *The World Today* on 121 CBS stations, Mon. through Sat., 6:45-6:55 p.m. Agency: Maxon Inc., New York.

Licensee of KIRO Seeks CP in Boise

Applications for Five FM, One Television Also Filed

QUEEN CITY Broadcasting Co., licensee of KIRO Seattle, last week filed with the FCC application for a new standard station for Boise, Ida., to operate unlimited time on 1030 kc with 1,000 w power.

Application states that the proposed outlet would not fall under the FCC multiple ownership regulation. The KIRO licensee corporation is 54% owned by Saul Haas, Collector of Duties at the Port of Seattle.

Other Applications

Request for a new standard local station in Savannah, Ga., also was filed last waek by Georgia Broadcasting Co., a partnership composed of Frank R. Pidcock Sr., chief owner, and James M. Wilder, commercial manager-chief engineer of WMGA Moultrie, Ga.

Facilities sought for the new staiton are 250 w unlimited time on 1400 kc. Other new applications include requests for five FM stations, a commercial television outlet and a non-commercial educational station.

The Crosley Corp., Cincinnati, licensee of WLW-WSAI, has applied for a new FM station for Cincinnati, transmitter to be located on a bluff west of Covington, Ky., 2½ miles from downtown Cincinnati. Cost is estimated at $225,000-$250,000.

Application of the A. S. Abell Co., Baltimore, publisher of the *Baltimore Sun* (morning-evening), originally filed with the Commission in 1940 for a new FM station, has been reinstated. Estimated cost is $187,000. Other FM applicants last week were: Blue Network, Chicago ($122,000); Tri-City Broadcasting Co., licensee of WOC Davenport ($50,000); Summit Broadcasting Co., licensee of WAKR Akron (cost not given).

A commercial television station for St. Louis has been applied for by Alfco Co., a partnership composed of Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heinman, each holding a quarter interest. Technical aid relating to the proposed outlet is to be handled by engineers and representatives of the Allen B. DuMont Labs., Passaic, N. J., the application states.

The Kansas City, Mo., Board of Education requests the new noncommercial educational station. Application was returned as incomplete. Facilities as requested for these stations may be found in Actions of the FCC on page 64.

PAUL MANNING, former CBS foreign correspondent attached to the Eighth Air Force in London, has signed with McNaught Syndicate to do a human interest column, and is scheduled to go overseas shortly as an accredited U. S. Army correspondent.

Broadcasters Heartened by NWLB Decision

Work Return Order Seen as Record Ban Trend

By JACK LEVY

HEARTENED by the decisive action of the National War Labor Board in terminating "make-work" strikes called by the American Federation of Musicians at stations in Chicago and Minneapolis, broadcasters last week awaited an imminent decision by the Board on the tripartite panel report recommending resumption of operations by the AFM in the making of records and transcriptions.

At the same time, broadcasters were encouraged to oppose with vigor further efforts of James C. Petrillo, AFM president, to force superfluous employes on them for "pancake turning" on the ground that this function is under the jurisdiction of musicians. Representatives of three networks are slated to appear before the National Labor Relations Board at a hearing soon to be scheduled in New York to determine whether AFM or NABET will have jurisdiction over platter turning at NBC's Chicago station, WMAQ.

Decision Seen As Trend

Following the Board's directive orders early in the week, musicians at WJJD Chicago returned to work Wednesday and normal operations were resumed at the Minneapolis studios of KSTP. Both cases were returned to the Sixth War Regional Board in Chicago as directed by the National Board.

The Board's speedy and unanimous action in terminating the strikes at Chicago and Minneapolis, based on recognition of the importance of broadcasting in the prosecution of the war, was regarded in industry circles as an indication of "the way the wind is blowing." If the NWLB attitude in the two strike cases is indicative, it appeared that the decision in the transcription case would at least compel resumption of transcription and recording operations in the entire industry.

Action on the WJJD and KSTP strikes followed a show cause hearing on Monday to give AFM leaders an opportunity to explain why they had not complied with earlier instructions to terminate the strikes. After a brief executive session, the Board issued two directive orders requiring that:

1. AFM locals in Chicago and Minneapolis direct their members to "return to work immediately".
2. Terms and conditions of employment existing before stoppage of work be restored, pending final settlement. The directive in the KSTP case specified the inclusion of "conditions as to broadcasting remote control programs".
3. The cases be returned to the regional WLB, Chicago, for disposition with instructions that any wage adjustment ordered be made retroactive to the date of the expiration of the old contracts.

DEFENDING JAMES C. PETRILLO'S "make-work" strikes at WJJD Chicago and KSTP Minneapolis-St. Paul, Joseph A. Padway, (l) AFM counsel, told the National War Labor Board last week the work stoppage did not violate the AFL "no-strike" pledge. Taking notes on Mr. Padway's argument are (l to r): Ray C. Jenkins, commercial manager of the KSTP Minneapolis studios; Paul C. Thomas, KSTP general counsel; Sam Levy, KSTP associate counsel. In background are (l to r): Robert P. Myers, attorney for RCA and NBC; Judge E. O. Sykes of Spearman, Sykes & Robertson, Washington counsel for KSTP and former Communications Commissioner; C. E. Arney Jr. (partly obscured), NAB secretary-treasurer; Arthur Harre, WJJD commercial manager.

Assurance that the Board's directives would be followed were given at the outset of the hearing by Joseph A. Padway, AFM counsel, and officers of the two locals involved. James C. Petrillo, AFM president, who had been ordered to appear, was not present but Mr. Padway told the Board that heads of the locals were authorized to speak for the AFM chief.

Representing WJJD at the hearing were Arthur F. Harre, commercial manager, and William Friedman, counsel. Appearing for KSTP were Ray C. Jenkins, manager of Minneapolis studios; Paul C Thomas, general counsel; and Sam J. Levy, associate counsel.

Appearing for the AFM, in addition to Mr. Padway, were George Murk, president, and Stanley Ballard, secretary, of Minneapolis Local 73 and Edward Benkert, secretary, of Chicago Local 10.

Mr. Padway, at the request of William H. Davis, chairman of the Board, took up the WJJD case at the outset of the hearing. He admitted the action of the musicians at that station in not reporting for work April 13 [BROADCASTING, May 1, April 24] was "a good old-fashioned strike" but contended the "no-strike" pledge of the AFL does not apply in this case on the grounds that the war effort was not affected.

He asserted that the strike call at WJJD was not issued by Mr. Petrillo, who also is president of the local, and that the AFM president was in New York at the time. He said that when Mr. Petrillo learned of the action he called the local union heads by phone and actually urged them to call off the strike.

Denies KSTP Strike

Mr. Padway took issue with statements made by Ralph Atlass, WJJD president, that 10 additional "pancake turners" were demanded by the union. He declared the union would be satisfied with three or four.

When Mr. Davis suggested that the merits of the dispute could be better settled by the Chicago regional WLB and that it was the function of the national Board to enforce the "no-strike" promises of labor and industry during wartime, Mr. Padway said he did not agree that the case would be better settled in Chicago.

He told the Board that many unions believe that the AFL "no-strike" pledge does not apply to them and that the AFM was of

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Petrillo Plans Monopoly on Pancakes

Sees Jobs for 2,000 Turners Following Net Contract

CONCLUSIVE evidence that the American Federation of Musicians has decided to appropriate to itself jurisdiction over "pancake turners" in every radio station in the country was contained in the *International Musician*, official organ of the AFM, in its April issue.

Confirming predictions made by Calvin J. Smith, president of KFAC Los Angeles and NAB director, that such a move would be made as a wedge to force studio bands upon all stations [BROADCASTING, May 1, March 20], the publication carries a report by James C. Petrillo, AFM president, revealing details of an agreement reached with all four major networks on employment of musicians as platter turners.

Sees 2,000 "Turners"

Mr. Petrillo relates that following meetings held in December and January with network executives, an agreement was reached, effective June 1, 1944, to employ AFM members to handle platter turning in all network-owned and operated stations and that "members doing this work would only do that work and nothing else and would not be permitted to play a musical instrument".

Commenting on this agreement, Mr. Petrillo reports:

Jimmy's Edict

"In my opinion if the locals of the AFM are successful in their negotiations with the local radio stations in obtaining similar agreements as those signed by the chain companies with the Federation, there would be employed in a period of time some 2,000 men to do these jobs and, when I say 2,000, I am putting it at a low figure.

"These are fine employment opportunities when you consider that today there are approximately only 2,500 live musicians working under regular weekly salaries in radio stations for periods ranging from 30 to 52 weeks a year.'"

Entering into the contract with AFM, Mr. Petrillo reports, are CBS stations WCCO Minneapolis, WBT Charlotte, N. C.; WEEI Boston, WTOP Washington, KNX Los Angeles, WABC New York. KOA Denver, WTAM Cleveland; NBC stations KPO San Francisco, WRC Washington, WEAF New York; Mutual stations KHJ Los Angeles, WOR New York.

Jurisdictional Fight

Terms of the agreement, it is understood, provide that the actual handling of records and transcriptions will be performed by AFM members but that operation of other technical equipment in the studios come under the jurisdiction of the IBEW.

The agreement has already precipitated a knock-down, drag-out jurisdictional fight between NABET, IBEW and AFM, with NABET unwilling to be displaced by IBEW in network-owned stations in which it has been operating the turntables and IBEW membership in at least some stations being strongly opposed to surrendering functions to AFM.

A. T. Powley, president of

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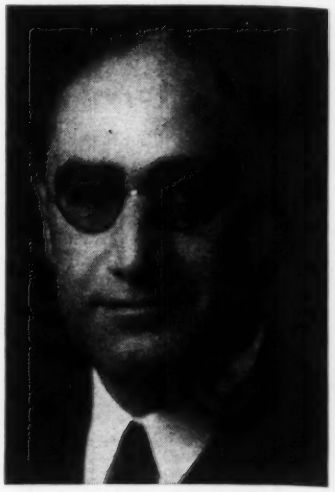
Quantitative-Qualitative Study Needed

Input and Output Must Balance If Operation Is Economical

By EDGAR KOBAK
Executive Vice-President, Blue Network



MR. KOBAK

THIS is an honest attempt to rate both Radio Program Rating Services: not a studied effort to berate either one. I want to try and look at the problem from the fundamental rather than the argumentative viewpoint.

I am not so much concerned with whether one list of 32 cities is better than another (very similar) list of 33 cities; nor the physical details of interviewing radio listeners.

Input-Output Balance

But I am concerned with a business fundamental—efficient operation. And as an engineer by training, "efficiency" means to me the proper balance of input and output. Are we putting too much power into one end of the drive shaft for the power we get out at the other end? Are we operating wastefully and as a result are we keeping our costs too high?

Applying this to our two rating services, the question is: Are we putting too much money into the services for the useable information that we get? In order to answer this, we have to answer several other questions.

1. *Does the information furnished by both services differ sufficiently to make it necessary for advertisers, agencies and networks to have both?*

For several years, long ago, the answer was: "Yes." But as time went on, the services began to resemble each other more and more. Until finally, with the dropping of the recall technique, the differences have become so minor that, to all practical purposes, there is no advantage in having both.

Up to the present, subscribers to the services have used and favored one or the other depending on the service rendered or other reasons that influence any purchase. From the viewpoint of operating efficiency, it is wasteful to have to study two sets of statistics in order to arrive at one set of conclusions. So, the answer to Question No. 1 must be a firm negative.

2. *If the services are so much alike, why is it necessary to buy both?*

As I see it, advertisers and agencies and networks have been confronted with a situation in which they all have been pretty helpless. An agency with two clients (one a subscriber to one service and the other to the second) had to take both services. Multiply this condition and you have the picture of a lot of companies spending twice as much as they need to because they couldn't help themselves.

Dual Expenditure

Serious as this was, it becomes all the more serious, now that both services contemplate higher charges to meet higher expenditure to provide two services. And the higher the cost and the closer the services the less reason there exists for both services to continue.

From an efficiency viewpoint, the dual expenditure means twice the cost—which is added to the cost of distribution. And that, of all places, is where costs should be cut. The answer to the second question is also: "No."

3. *Is the information being furnished ALL THAT CAN BE FURNISHED or are there other types of data which are wanted and can be supplied?*

I don't imagine that there is anyone (whether connected with advertiser, agency or network) who is concerned with program ratings and information who will say he is satisfied with quantitative data—which is all we have had. In fact, more and more the cry is being raised for qualitative data.

And efficiency poses the question: Why two organizations working one side of the street and none working the other—when one could be working each side to the benefit of the industry? That I can't answer.

On this subject, another fundamental point crops up: How long will listeners submit to being target for two sets of investigators or interviewers posing practically the same questions? As I understand it, the smaller communities have seen saturation and have reared in protest. How soon the larger communities will follow suit is moot—but not to be ignored.

Now I come to question No. 4—the most important and the most impertinent of them all. *Will advertisers, agencies and networks shrug their shoulders and decide they can't do anything about it?* Or will they call a halt and decide—

"We want only one set of quantitative studies and will buy only one—but

"We also want qualitative studies and will buy that.

"We don't care who does which—so long as they do an efficient job—but

"We don't want two men carrying one sheet of paper."

CAB Lists 81 Cities Slated For Survey Under New Plan

LIST of 81 cities to be covered by the semi-monthly surveys of Cooperative Analysis of Broadcasting under its new schedule, was announced last week.

In the expanded list (CAB formerly surveyed 33 key urban centers) selections were made 'to represent accurately population residing in cities of 50,000 or over, not only by geographical areas but by city sizes as well," said the announcement. Inasmuch as 14% of the population of all urban centers of 50,000 or more is concentrated in cities of 500,000 to 1,000,000, CAB will schedule 14% of all calls in such areas.

Cities to be surveyed by the CAB broken down by population, follow:

Over 1,000,000—New York, Philadelphia, Chicago, Detroit, Los Angeles.

500,000-1,000,000—Boston, Pittsburgh, Buffalo, Milwaukee, Cleveland, St. Louis, Baltimore, Washington, San Francisco.

100,000-500,000—Bridgeport, Worcester, Springfield, Mass.; Hartford, Providence, Scranton, Trenton, Utica, Reading, Syracuse, Rochester, N. Y.; Erie, Columbus, O., Toledo, Akron, Grand Rapids, Dayton, South Bend, Indianapolis, Cincinnati, Duluth, Wichita, Omaha, Kansas City, Des Moines, Minneapolis-St. Paul, Richmond, Wilmington, Atlanta, Jacksonville, Birmingham, Louisville, Memphis, San Antonio, Houston, New Orleans, Oklahoma City, Dallas, Tulsa, Salt Lake City, Denver, Portland, Ore., Sacramento, San Diego, Seattle, Spokane.

50,000-100,000—Waterbury, Portland, Me., Manchester, Wilkes-Barre, Harrisburg, Johnstown, Schenectady, Altoona, Rockford, Racine, Springfield, O.; Springfield, Ill.; Evansville, Springfield, Mo.; Winston-Salem, Columbia, Columbus, Ga.; Jackson, Little Rock, Shreveport, Fresno.

Hooper Says 89-City Survey Ratings About Same as 32-Community Check

SPONSORED programs on networks of 100 or more stations have practically the same ratings in the 89 cities used by C. E. Hooper Inc. as a cross-section of all American cities of 25,000 or more as they do in the 32 cities with local service from all four national networks regularly measured, the research firm has announced following completion of its first 89-city survey.

For evening sponsored network programs on 100 or more stations, the 32-city rating is 11.8, the average 89-city rating is 11.7. For daytime Monday-through-Friday commercials the 32-city rating is 5.2, the 89-city average, 5.6. Saturday and Sunday daytime programs show a 32-city rating of 5.0, and 89-city rating of 5.1.

The same 15 evening programs are first in each list, with the first seven even in the same order in both lists: Bob Hope first, followed by *Fibber McGee & Molly*, Red Skelton, *Charlie McCarthy*, Jack Benny, *Aldrich Family* and *Lux Radio Theatre*. Others listed in order of their 32-city ratings, slightly changed for the 89-city count, are: Abbott & Costello, Walter Winchell, Kay Kyser, *Mr. District Attorney*, Bing Crosby, Frank Morgan-Fanny Brice, *Screen Guild Players, Take It or Leave It.*

Ten leading daytime shows also are the same in both lists: *Right to Happiness, Kate Smith Speaks, Helen Trent, Breakfast at Sardi's* (11:15), *Our Gal Sunday, Ma Perkins* (NBC), *Breakfast at Sardi's* (11), *Light of the World, Road of Life, Joyce Jordan.* That is the order of the 32-city ratings; the 89-city list is the same except for *Road of Life* and *Light of the World* changing places.

A detailed analysis of the 89-city survey was to be presented to Hooper subscribers in the New York area May 8, at a morning meeting at the Hotel Biltmore, with a similar session scheduled for May 10 at the Drake Hotel, Chicago. Subscribers also were to receive their reports of the survey, which were sponsored by CBS, MBS and NBC, on May 8.

The Hooper organization has polled its agency and advertiser subscribers on their desire for the

(Continued on page 63)

This Circle contains 75% of all No. 1 Farm Land in the U. S.!

Draw a 250-mile circle around Des Moines, and you circumscribe 75% of all Grade A farm land in U.S.A.

Iowa farms alone produce more cash income each year than all the world's gold-mines *combined*. 1943 cash income was $1,648,880,000—up 256% above the "good" year 1939.

361,143 farms in Station WHO's daytime primary area, produce more than *one-tenth* of America's total food supply.

And WHO is, by better than 6 to 1, the favorite station of Iowa farmers. Among Iowa farm families, WHO is "listened-to-most" by 63.1% (daytime) as compared with 9.4% for Station B.*

Summing it up, WHO is at the center of 75% of America's best farm land — "Iowa Plus" — is the favorite station for 6 of every 10 Iowa farm families. They had an average cash income of $7,800 each in 1943! Ask us, or Free & Peters, for details—and availabilities!

*See "1943 Iowa Radio Audience Survey"

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Ohio Institute Opens With Freedom Debate

Durr Attacks U.S. Commercial Methods

By J. FRANK BEATTY

FOUR broadcasting groups were honored for war effort programs at the 15th Institute for Education by Radio which opened last Friday at the Deshler-Wallick Hotel, Columbus.

Theme of the Institute is "Radio —Sword and Plowshare." Proceedings will last through Monday (May 8). As BROADCASTING went to press some 500 delegates had registered and indications were a record 700 or more would attend the four-day conference.

Free Radio Is Topic

Cited for war effort programs were KNX Los Angeles, first award in Group I, consisting of regional networks, regional or clear channel stations, or national or regional organizations; and a group of 13 Nebraska stations which carried a program on behalf of the Committee of the Nebraska Radio Coordinator, Omaha.

In the local station or organization group, KOIN Portland, Ore., cooperating with the U. S. Forest Service, received first award for war service programs, with honorable mention going to WGL Fort Wayne.

The Institute's general session Friday night on "How Free is Radio" was in charge of I. Keith Tyler, director of the Institute. He substituted for H. V. Kaltenborn, NBC commentator, who was detained in New York at the last minute, along with William Brooks, NBC director of news and special events. NBC decided to keep them close to the New York studios because of imminence of the invasion.

J. Harold Ryan, president of the NAB, and Elmer Davis, director of the Office of War Information, advised Dr. Tyler they were unable to accept invitations to speak.

FCC Commissioner Clifford J. Durr, who substituted for Chairman James Lawrence Fly, told the educators that radio "is steadily and rapidly becoming less free, as it demonstrate its value as an effective and extremely profitable advertising medium". He charged that American broadcasting is becoming "predominately an advertising medium", declaring that sponsorship of news and editorial type programs "is not conducive to freedom of the air".

Commissioner Durr lashed out at the networks, charging that they are under the economic control of their sponsors, pointing out that 97% of 144 advertisers were responsible for commercial business on the national networks in 1943.

"It is one thing for advertising to be used as a means of supporting a very vital instrumentality of public service," said Commissioner Durr. "It is an entirely different matter when a vital instrumentality of public service becomes predominantly an advertising medium —and that is what our broadcasting system is rapidly becoming."

Declaring that the trend is toward complete commercialization, Mr. Durr said there may be restraints upon our freedom other than political restraints . . . "Concentration in the hands of advertising agencies is still greater," he said, with reference to commercial programs.

Sen. Burton K. Wheeler (D-Mont.), in a talk read at the radio-freedom meeting, said maintenance of freedom of speech on the air "is equal in importance to the continuance of our Democratic republic. The loss of one is implicit in the loss of the other."

Condemns Sponsored News

By freedom of speech on the air, he said, "we mean the freedom which sets public interest far above the interest of any individual or group; the freedom which possibly limits one man in order to give another man a chance."

"I do not want radio broadcasting in the United States owned or operated by the Government," said Sen. Wheeler. "But I shudder to think of what the present broadcasters might do with 99-year licenses in view of their operations for three-year periods."

He condemned broadcasting for selling news broadcasts and suggested the industry follow the example laid down by newspapers "presenting unhampered, factual news."

Sen. Wheeler said broadcasting "should have long since adopted and championed a set of principles guaranteeing freedom of speech on the air" and urged educators to do their part in raising the standards of American radio.

Scouts Public Theory

Tom Slater, MBS director of special features and sports, appearing for President Miller McClintock, said "we have much more freedom than we have time on the air to do the things our freedom permits." Mr. Slater said operations in his field are not hampered by any set of controls or any suppressive force emanating from the Government or from any dominant pressure group. He said radio must realize its power and the responsibility that accompanies such power.

"Frankly, I don't know whether we have a free radio or not," Edgar Kobak, executive vice-president of the Blue Network, confessed.

Pointing out that no one knows what "freedom of the air" really is and that the public actually has little control over radio beyond the abbreviated freedom of selecting one program from those available, Mr. Kobak said the theory that the public owns radio and controls it, is fallacious. Theoretically, he said, the people elect representatives who speak for them. But in the case of radio the elected representative appoints a director who does not answer directly to the people nor has to seek out their desires.

"I don't know whether the existing method of control is good or bad," he declared. "The industry doesn't know; the Government doesn't know. Perhaps there is no better method. Perhaps we do have freedom of the air. But it is time that someone finds the answers to all of these questions. And already the Blue Network has launched its own study into the subject. Until the answers are found, we are shadow-boxing with a ghost. Ignorance is not freedom. It is not even a substitute."

Gilbert Seldes, CBS television program director, told the "How Free Is Radio" panel the television picture delivered by present-day equipment is "simply not good enough for complete entertainment service". Echoing the CBS plea for a year's research for better pictures, he said CBS has broadcast only news, quiz and interview programs which do not require "clear" pictures.

Free time for national organizations, long a controversial subject of the industry, was discussed in two panel sessions. The first, scheduled for May 6, was to include Jesse Butcher, radio director of the United Service Organizations and the National War Fund; Lyman Bryson, CBS director of education; Charlotte Demarest, radio consultant of the Winston-Salem, N. C., Community Council; Henriette K. Harrison, national radio director of the YMCA; Max Karl, educational director of WCCO Minneapolis; Jane Tiffany Wagner, director of war activities, NBC.

The second "free air" panel, on May 6, considered the question "What Can National Organizations Do in in Terms of Planning Toward Permanent Peace?" Frank Weil, president of the National Jewish Welfare Board and USO vice-president, gave the opening address.

In a talk prepared for May 6 delivery George P. Adair, chief engineer of the FCC, outlined the procedure for obtaining educational broadcasting facilities. He stressed adequate planning by educational leaders, with an exact knowledge in mind of "(1) what radio service is desired; (2) how it is to be obtained technically; (3) how it is to be financed, and (4) how it is to be used."

OHIO INSTITUTE AWARDS

GROUP I—REGIONAL NETWORK, REGIONAL OR CLEAR CHANNEL STATION, OR NATIONAL OR REGIONAL ORGANIZATION:

Religious Broadcast—First award, *Beginning the Day*, WHA Madison, Wis.; honorable mention, *The Navy Goes to Church*, WOR New York.

Agricultural Broadcasts—First award, *Food For Humanity*, WLS Chicago; honorable mention, *The Poultry School of the Air*, WOSU Columbus.

Women's Programs—First award, *Consumer Time*, War Food Administration, Washington, on NBC.

Cultural Programs—First award and special citation, *Stage 44*, series of the National Drama Department, Canadian Broadcasting Corp., Toronto; honorable mention, *Lives in the Making*, YMCA, transcribed series, the story of George Washington Carver, in "Lonely Valley."

Public Discussion Programs — First award, *Syracuse on Trial*, WFBL Syracuse U. Radio Workshop; honorable mention, *Dynamite Dollars*, WWJ Detroit.

Personal and Family Life Programs—First award, *This Is Mine*, WCKY Cincinnati; honorable mention, *The Unseen Enemy*, KFI Los Angeles.

News Interpretation Programs—First award, *Overseas Reporting*, Mathew Halton, Canadian Broadcasting Corp.; honorable mention, *Pillars of Time*, KNX Los Angeles.

War Effort Programs—First Award, *These Are Americans*, KNX Los Angeles; honorable mention, *Nebraska At War* Committee of the Nebraska Radio Coordinator, Omaha, heard over 13 stations.

Children's Programs for Listening Out of School—First award, *On the Scouting Trail*, KFI Los Angeles.

Programs for Primary School Children—First award, *Story Time*, WOSU Ohio State U.; honorable mention, *Old Tales and New*, WLB, U. of Minnesota.

Programs for Elementary School People —First award, *Young Experimenter*, WHA, Wisconsin School of the Air; also first award, *News of the Week*, WOSU, Ohio School of the Air, Columbus.

GROUP II—LOCAL STATION OR ORGANIZATION:

Religious Broadcasts—Honorable mention, *Bible Question Bee*, West Liberty State College, WWVA Wheeling.

Agricultural Broadcasts — Honorable mention, *Farm Service Program*, KLZ Denver.

Cultural Programs—Honorable mention, *Folk Songs for the Seven Millions*, WNYC New York, and Brooklyn Public Library.

Public Discussion Programs — First award, *Labor Arbitration*, WMCA New York (fourth annual successive award); honorable mention, *Toledo High School Forum*, Radio Education Department, Toledo Public Schools, WTOL.

Personal and Family Life Programs—First award, *Youth Speaks*, Radio Club and Community High School, Dupo, Ill., WTMV East St. Louis.

News Interpretation Programs—First award, *News Parade*, WNEW New York.

War Effort Programs—First award and special citation, *Tillamock Burn*, KOIN Portland, Ore., in cooperation with U. S. Forest Service; honorable mention, *Proudly We Hail*, WGL Fort Wayne.

Children's Programs for Listening Out of School—First award, *Let Freedom Ring*, KOMO, Junior League of Seattle; honorable mention, *Children's Bookshelf*, KDKA Junior League of Pittsburgh.

Programs for Primary School Children—Honorable mention, *Primary Rhythmics*, Indianapolis public schools, WISH Indianapolis.

Programs for Elementary School Children—First award, *Amigos Del Sur*, Junior League of Fort Worth; honorable mention, *Civic Orchestra Concerts*, Rochester.

Programs for Junior or Senior School Pupils—First award, *Plays for Americans*, Board of Education, City of New York, originated over FM station WNYE and WNYC; honorable mention, *What's New*, Cleveland public schools, FM station WBOE; honorable mention, *You and the News*, Junior Radio Board of Charleston, W. Va., WGKV.

92.3% RADIO HOMES IN BALTIMORE TRADING AREA ARE IN THE CITY ZONE

That's the solid, down-to-earth kind of coverage radio station W-I-T-H gives you at the lowest cost per listener! If you buy radio time and use the three factors of **coverage** . . . **cost** . . . and ***listening*** audience . . . as your guide, we'd like to show you the cold steel facts that make W-I-T-H the low-cost, big-result station in our town.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TO WITNESS GROUND-BREAKING ceremonies, starting construction of a shortwave station to be built by CBS for OWI operation during the war, network executives visited the Delano, Cal., site in April. In the usual order are: Les Bowman, CBS western division chief engineer; Galen Drake, program narrator; Helmer Anderson, Hollywood engineer; Donald W. Thornburgh, Pacific coast vice-president; James French, Hollywood engineer; Harry W. Witt, assistant to Mr. Thornburgh; Fox Case, western division director of public relations, news and special events for CBS; C. R. Jacobs, CBS New York, assistant director of construction and building operations for the network.

Nets Contribute 64 Million Under OWI Allocation Plan

Program Participation Jumps 29% During 2 Years; Davis Sees Critical Months Ahead

NETWORKS and sponsors cooperating with the OWI Domestic Radio Bureau through the Network Allocation Plan have contributed time valued at more than $64,000,000 in the two years since the plan was adopted, Elmer Davis, OWI director, announced last week.

Noting the second anniversary of the plan, Mr. Davis pointed to a rise of 29% in the number of programs regularly participating with 240 commercial shows and 149 sustainers on NBC, CBS, Blue and Mutual now active in broadcasting war messages.

Pays Tribute to Radio

This growth has been accompanied by a 150% increase in the monthly listener impression audience which now exceeds two billion a month. In the two years in which the plan has operated, information appeals have been carried on 15,268 network programs covering 138 campaigns requested by virtually every Federal agency. The combined circulation of these appeals was estimated at 35½ billion listener impressions or enough to reach each of the nation's radio listeners more than 350 times.

"The entire radio industry deserves congratulations for making this operation the powerful weapon of war which it has become", Mr. Davis said. "To the networks, the advertisers and their agencies, to producers, writers, directors and stations goes the major credit for keeping this plan running so smoothly and successfully. The Radio Bureau has simply acted as a coordinating and traffic unit.

"The people who give listeners their favorite radio programs have done the actual work of writing and presenting war information to the American people, and they have done this job with a high degree of resourcefulness and imagination. Effectiveness of results attained through the voluntary and coordinated assistance of network radio programs with established audiences has been proven many times during the past two years.

"But the job is far from done", Mr. Davis cautioned. In the critical months of military action ahead, radio faces perhaps its greatest challenge. Because it is more necessary today than ever to maintain an orderly and uninterrupted flow of accurate information and coordinated appeals to listeners on the home front, it is important that the Network Allocation Plan receive the continued support of all factions of the broadcasting industry".

Plan Aid Industry

The Network Allocation Plan, OWI recalled, was started in April 1942 at the request of the War Advertising Council and with the full approval of the four major networks and a committee representing sponsors and advertising agencies. Prior to its inception, war messages appeared on the air indiscriminately and without proper evaluation of their importance because programs were beseiged with requests for time by dozens of Government agencies, with resulting confusion.

The plan centralizes all requests through OWI which sets up a regular schedule of announcements for all programs participating. Programs broadcast once a week are assigned messages every fourth week and shows broadcast more than once a week carry announcements every two weeks. Fact sheets carrying pertinent information on campaigns are sent producers who prepare and handle the message in whatever way they deem best.

Nearly all of the 250 network commercials and all sustaining shows now on the air are participants in the Network Allocation Plan. New programs interested in joining the plan may obtain information from Joseph A. Ecclesine, Chief of the Allocations Division, OWI Radio Bureau, Social Security Bldg., Washington, D. C.

SWING SHIFT PAYS
WHBQ Sponsors Find Sales Through Night Spots

AFTER MIDNIGHT programs are paying dividends at WHBQ Memphis. For instance, Bry's Dept. Store, received a stock of pre-war tennis shoes too late to advertise over any medium but after-midnight radio. So spot announcements went on all through the night hours. The shoes were sold out a few minutes after the store opened.

Many advertisers are now negotiating for the 12 midnight-7 a.m. time. Black & White Dry Goods Co. has taken six 15-minute periods at 6:30 a.m. plus 6 announcements daily. Goldsmith's, Memphis' largest department store, has contracted for five half-hour weekly, 12-12:30 a.m.

NBC Business Up 19% In 1943, Report Shows

NBC last week issued a 38-page report covering a summarization of its 1943 public service programs, the progress of FM and television, and a list of the network's clients, commercial programs and agencies, including sustaining shows.

The volume of business as compared to 1942, shows a 19% increase, according to the report. The brochure gives a list of representative organizations which cooperated with NBC in 1943. Enclosed in the report are two previously issued booklets, *Television* and *FM*, prepared by Niles Trammell, NBC president.

President Lauds WAC

PRESIDENT ROOSEVELT in a letter to Albert E. Winger, director of the War Advertising Council, declared that "the work done by the various agencies of Government in combatting inflation has been ably supported by the exceptionally forceful advertisements prepared by the War Advertising Council". The letter is included in a report issued by the WAC to the Magazine Publishers of America. The report contains letters from directors of various Government agencies commending the outstanding war contribution that business has made in devoting its advertising to home front problems through the guidance of the War Advertising Council.

PETERSON KURTZER JOINS BULOVA CO.

PETERSON KURTZER, former manager of radio time sales in the Branham Co's. Chicago office has joined the Bulova Watch Co., New York, to head a recently formed radio sales promotion and public relations department. The appointment was announced last week by R. E. Warren, Bulova advertising manager.

Mr. Kurtzer

Mr. Kurtzer will contact Bulova distributors as well as radio stations and work with local jewelers on radio advertising. He was formerly assistant radio director of H. W. Kastor & Sons Adv. Co., Chicago; manager of the radio service department of Blackett-Sample-Hummert in Chicago and for several years as assistant to Glenn Sample, partner of B-S-H, now Dancer - Sample - Fitzgerald. Before joining Branham, he was manager of the Chicago office of Spot Sales.

Clarence J. Peterson of the Branham staff, who has been covering the Minneapolis territory, will succeed Mr. Kurtzer. Mr. Peterson will be assisted by Dudley Brewer, formerly of the sales department of KWK St. Louis. J. G. Guenther will take over the Minneapolis territory, working from Chicago.

Winters Promoted

HAROLD M. WINTERS, formerly associated with the distribution and market research studies of Radio Corp. of America, Victor Division, has been appointed the corporation's manager in a newly-created sales region with headquarters in Cleveland. The area will include Ohio, Michigan, Kentucky, West Virginia and western Pennsylvania. Joining the organization in 1926, Mr. Winters has served in several sales capacities, both in this country and South America.

Electronic Meet Delayed

ELECTRONIC PARTS & Equipment Industry Conference, originally scheduled for June, will be held at the Edgewater Beach Hotel in Chicago, Oct. 6-9. Conference will be attended by the Sales Managers Club (eastern group), Assn. of Electronic Parts and Equipment Mfgrs. (western group), Representatives Club, National Electronic Distributors Assn. and other parts distributors.

KSUN Joins CBS

KSUN Lowell, Ariz., on May 1 became affiliated with CBS, as part of the KOY Phoenix and KTUC Tucson group. KSUN, the 140th station of CBS, operates on 1230 kc with 250 w power. Rate will be the same as it was for the two-station group, $140 per nighttime hour. Established in 1933, the new affiliate is owned and operated by the Copper Electric Co.

TOP-NOTCH ENTERTAINMENT AND A BIG RESPONSIVE AUDIENCE

Today and Everyday

KTOK

FACTS ABOUT THE MARKET

In the past two years, Oklahoma City's population has increased approximately 60,000 people, making a total of over 270,000 within the metropolitan area. Thus, in this concentrated area, the expense of a wide listening band station is unnecessary. KTOK has coverage of the total market area, and will only cost about 25 percent of any other similar coverage.

KOTK is one of the 174 BLUE Network Stations, carefully located where the nation's war-millions are earned and spent. It has shared in the greatest growth in population ever experienced in radio history.

KTOK is fast becoming Oklahoma City's most listened-to station by the enthusiastic money-earning audience in this community.

Latest Listener Index gives KTOK a 34.0 morning index rating, as compared to 38.7 for Oklahoma's "A" stations; 12.9 for "B" station; and 13.3 for the "C" station—evidence of KTOK's hold on this community.

OKLAHOMA CITY

KTOK is a family institution . . . its growth and its increasing service to the community are the results of its family following. And the reason more and more families say, "Let's tune in to KTOK," is because KTOK provides the type radio programs they enjoy and benefit from most. And that's why KTOK is paying dividends to advertisers for a small investment.

O. L. (TED) TAYLOR NEW OWNER OF STATION KTOK

On April 18th, the Federal Communications Commission transferred the ownership of KTOK from Mr. Harold V. Hough to Mr. O. L. (Ted) Taylor. Mr. Taylor is a well-known figure in the radio world.

Under the ownership of Mr. Hough and the able management of Robert D. Enoch, KTOK has earned an enviable place in the hearts of radio listeners, as well as the appreciation of advertisers. With the same capable management and staff, Mr. Taylor pledges every effort to maintain and increase the loyalty of listeners and the effectiveness of KTOK for advertisers.

BLUE Network Station—Key Station Oklahoma Network
Station Mgr.: Robert D. Enoch
Nat'l Rep.: Radio Advertising Co.

KTOK

Duffy Urges Client-Controlled Surveys

Gibson Tells ANA That Present Television Is Satisfactory

BUYERS of advertising—agencies and advertisers—should control the primary organization which operates and supervises the techniques used to measure radio audiences, and the radio industry should also participate, members of the Assn. of National Advertisers were told last week by Ben C. Duffy, a member of the Board of Governors of the Cooperative Analysis of Broadcasting.

Mr. Duffy, vice-president of BBDO, made his statement Tuesday at a session on "The Tools of Advertising," part of the ANA spring meeting at the Westchester Country Club, Rye, N. Y., April 30 - May 3. A. W. Lehman, CAB president, described the latest expansions of the CAB at the same session.

Sees Standard Method

"Who is in a better position to know what is wanted than the advertisers and agencies?" queried Mr. Duffy. "I am sure that the advertisers in the room plus the agency men who sit in comparable meetings held by the American Association of Advertising Agencies are capable of developing radio research to the point where it will be acceptable to all."

After commenting favorably on the newly enlarged services of the CAB, Mr. Duffy presented four suggestions for even greater improvements in audience measurement. "We are badly in need of a continuing service to measure audiences," he stated, pointing out that spot radio accounts for nearly 50% of radio volume, and that the radio timebuyer lacks the advantages which spacebuyers have in the Audit Bureau of Circulations.

Some organization soon will establish a standardized station measuring procedure, and it should be the CAB, he said. Some indications of the listening habits of sustaining programs would be useful too, he said, in view of the fact that spots are often bought adjacent to such programs.

Reiterating that spot radio is important to many advertisers, Mr. Duffy suggested more information on the make-up of the radio station audience in terms of income and other categories. "We know that certain newspapers are relatively strong in suburban areas. Can't we develop information like this regarding radio listening," he asked.

Television "Satisfactory"

Two other subjects that need to be covered—non-telephone homes in cities, and radio listening in small towns and farms,—are already on the CAB's future agenda, he added.

The 1944 ANA Radio Committee met with ANA members the same afternoon in a roundtable discussion. Joseph M. Allen, of Bristol Myers, presided. Among those present were George Allen, CAB manager, who answered questions on CAB's new services, and Robert Gibson, of General Electric Co., who discussed television and FM. Mr. Gibson indicated GE's attitude towards the recent controversy on post-war standards for television, observing that the television signal now put out is satisfactory, but that it can be improved.

He emphasized to ANA members the importance of network operation in television, calling it even more important than in sound broadcasting because of higher program costs, making it necessary for the advertiser to spread out his investment. There also is the talent scarcity problem, because of greater demands made of a television entertainer, he said.

Another point in favor of network telecasting, he said, is that the television audience gets its biggest thrills when the long-distance element is present. Television audiences go to greater extremes both in their criticism and their praise for television commercials, than do radio audiences, he observed.

Many Sides Viewed

Many-sided view of wartime and post-war advertising was presented during the Westchester meeting, presided over by Paul B. West, ANA president. Conference included sessions of new concepts of advertising, marketing and distribution, functions of advertising departments, and advertising's new responsibilities as a public servant.

Predominant theme was a keen concern and interest in the relation between the advertisers and the public. Advertising's participation in the nation's war-time program appears to have brought it closer to the public, a number of the speeches indicated, showing a new understanding of the benefits to be derived by business from considering the public interest in all phases of its operation. Speakers urged that this attitude be carried over into post-war advertising in the best interests of American business.

This interest in public attitudes was demonstrated most strikingly at the concluding session on Wednesday, when Harold J. Read, of Opinion Research Corp., Princeton, N. J. presented the results of a survey of public opinion on business, forerunner of a continuing study of public opinion to be conducted for the ANA. Mr. Read told ANA members that the "depth survey" showed a pronounced swing towards privately-owned and managed economy, and away from state socialism. He said business "will enter the post-war period with powerful symbols of favorable public judgments which can be used to your advantage in your competition with other types of social leadership."

The public roundly approves the war record of business, he said and it recognizes industry's ability to make jobs. He advised advertisers to let the public know what they are doing individually to create jobs. While the public is ready to believe in the leadership of business, "it still has certain important doubts, including suspicions of excess profits, and a question as to whether business can improve its human relationships," he said in conclusion.

S. C. Johnson Co.'s NBC program *Fibber McGee & Molly* was cited as an example of successful war theme advertising by John Sterling, chairman of the War Advertising Council's sponsorship committee.

"Advertising can usually be most profitable," said Mr. Sterling, "if it talks about those things in which millions are interested."

EXPERIENCED RADIO PERSONNEL coordinate nationwide radio activities of the AAF Air Service Command. In production conference at ASC headquarters, Patterson Field, Dayton, O., are (l to r): Lt. Will Douglas Dougherty, formerly of WKBN Youngstown, where he was known as Will Douglas; S/Sgt. Roy LaPlante, formerly of WFIL Philadelphia; Ann Biondich, secretary; Capt. Ray Winters, in civilian life with WOR New York; Dan Ryan, formerly a staff member of WGN Chicago.

In a discussion of the function of business and advertising in the post-war world, I. W. Digges, ANA counsel, stressed the need for preserving incentives to management, labor and capital.

Meeting opened Monday with a morning session on new concepts of advertising's functions.

Business Soundness

Need for advertisers to tell the story of American business to employes, stockholders and other special groups, as well as to sell the product, was stressed by Marvin Bower, a partner of McKinsey & Co., New York, management consultant.

Mr. Bower outlined his firm's plans for conducting a survey for the ANA to determine how the advertising function can best be harnessed to serve business in the post-war period. Objectives of the study, according to Mr. Bower, include:

1. Exploration of present relationships between the advertising function and other activities of the business.
2. Determination of how far the trend toward broader utilization of the advertising function has already developed in individual concerns.
3. Accumulation of any further evidence of the need for a still broader utilization of the advertising function in meeting the problems of business.
4. Formulation of a concrete program of practical approach to the most effective utilization of the advertising function for exploration by the top managements of individual concerns.

The advertising campaign should be a point of orientation and reference for the salesman, as well as a consumer drive, according to Alfred N. Steele, vice-president in charge of radio of D'Arcy Adv., New York, in the Monday morning forum on new concepts of advertising's functions. "Nothing holds a salesman in line better . . . than an advertising message that he gets back from his public," he stated.

Clarence Francis, chairman of the board of General Foods Corp., told the same audience that "we are at the gateway of the greatest marketing era" the world has known.

Leo Nejelski, public relations executive, American Home Products, outlined some new tasks for public relations, including more complete use of the human sciences, such as psychology and political science, and a rekindling of the public's belief in the system of free private enterprise.

Don Mitchell, vice-president in charge of sales, Sylvania Electric Products, participated in an afternoon panel discussion on the coming pattern of marketing and distribution. Predicting that the consumer picture would be radically different in the post-war world, Mr. Mitchell pointed out that "we may have to learn how to advertise" all over again. "The post-war marketing era will unquestionably be the most competitive we have ever known—people will demand greater values and get them," he said.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

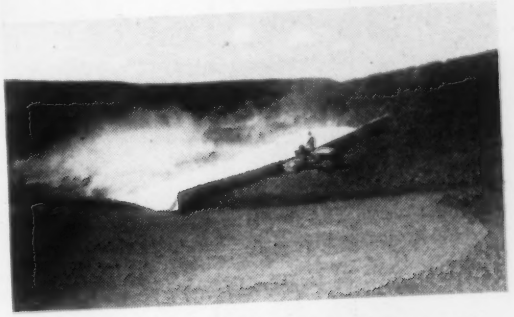
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Dusting Peas in the Palouse Country near Spokane—one of America's important sources of Seed, Dry and Green Peas which helped swell the Inland Empire's 1943 Farm Income to over $300,000,000. In this area, KHQ carries 6 out of 9 of the Favorite Programs, 3 out of 3 Favorite War Programs, 5 out of 7 Favorite Comedians.—*Cleveland Plain Dealer Poll.*

'This Is the AES Mosquito Network'

Armed Forces Radio Stations Broadcast To Pacific Troops

By SGT. BOB LeMOND
Asst. to SPA Radio Officer

DOWN in the South Pacific around the edges of the equator a small group of U. S. Army Officers and men are engaged in the business of informing and entertaining the members of the Armed Forces through radio broadcasting. American Expeditionary Stations, they are called, and the sole purpose for their existence is for the information and entertainment of the Armed Forces.

AES Noumea was the first to be established and on Feb. 1, 1944 opened its airlanes officially. Working against time and under the most adverse conditions, the officers and men of AES Guadalcanal opened their station on March 22. Following closely, AES Munda went on the air for the first time on April 3. AES Bougainville aired its first show on April 15.

Ex-Professional Staffs

The stations of the "Mosquito Network" are staffed by former professional radio men from CBS, NBC, the Blue Network, Mutual and leading American independents. It's a far cry from the Radio City atmosphere but these boys are utilizing all their talents to bring to the service man listener the same type of radio entertainment which he enjoyed at home.

Using pyramidal tents for studios and mosquitoes for sound effects the announcers and engineers broadcast many hours of night test programs while building new studios and living quarters during the daylight hours.

The Guadalcanal station had its beginning when a crew complete with equipment was put ashore on a lonely stretch of South Pacific beach. Cpl. Allen Botzer had a .45 thrust into his hand and was told to guard the equipment. The rest of the men were dispatched on a scouting tour to determine what the next move would be. Arrangements were made and in a few days construction of the transmitter was under way. The 'canal' station is now on the air 12 hours a day.

The problem of supplying power to operate the equipment and lighting system was always a challenge to the engineers in the early days of AES Noumea. In order to keep the turntables running at the proper speed, a certain number of lights in the studio had to be turned on. When anyone inadvertently switched an extra light off or on the effect of a spring driven phonograph running down was transmitted over the air. Consequently, those who wished to use a light which was not a part of the 'circuit' were obliged to compensate for it by switching off another light which consumed exactly the same amount of power. Use of soldering irons or other electrical devices in the studio was strictly forbidden. Today this situation no longer exists. AES Noumea is powered by a 15,000 Diesel generator which assures a constant flow of power.

MOSQUITO'S MEN behind the mike are represented by this group gathered in the shade of the old banyan tree. They are (top row, l to r): Pfc. Paul V. Johnson; Pfc. Duane B. Allison; Pvt. Harold S. Moore; 2nd Lt. Wesley H. Wallace, WPTF Raleigh, N. C.; 2nd Lt. Norman D. Given; Pfc. George Hayward, CBS New York; (bottom row) Pfc. Eugene E. Perkins, Pvt. William E. Hunter, Sgt. Jack J. Kruschen, Sgt. Marvin S. Corwin, who left Benton & Bowles, New York, to join the Army.

Shortwave Pick-up

Short wave pickups from San Francisco were sometimes unreliable in the beginning. Many times the announcement, "We take you now to San Francisco", brought nothing but the sound of frying eggs with a few 'dit-dahs' thrown in. Now, the 'Mosquito Network' stations bring in shortwave broadcasts with a more than adequate degree of clarity.

Closest to the actual fighting front are the Bougainville boys. This crew of eight enlisted men and two officers has established an AES within a few miles of the combat zone which is sending radio waves through the battle lines along side of American bullets.

At Munda Lt. E. J. Smith and his crew have moved from their canvas and mosquito net studios into a new 30 x 26 foot building containing studios and control rooms. Originally operating for only two hours a day, AES Munda is now on the air between ten and twelve hours daily.

The stations of the "Mosquito Network" are serviced from Los Angeles by the Armed Forces Radio Service, which is a section of the Army Information Branch, Morale Services Division. Once a week a complete transcription 'unit' is air mailed to each station. Contained in a unit are 42 hours of specially prepared radio programs.

Shows De-commercialized

The most popular network shows are transcribed, denatured, — that is, all commercial advertising is removed—and pressed in sufficient quantity to supply American Expeditionary Stations the world over. These "de-commercialized" shows, which include the Bob Hope show, Big Crosby's *Music Hall*, Jack Benny, *Radio Theatre*, the Boston and NBC Symphonies and many others, consume 28 of the 42 hours.

The remaining 14 hours are made up of programs which are produced by the Armed Forces Radio Service especially for the men overseas. These are shows rarely

(*Continued on page 22*)

CAMPAIGNS BY TRANSCRIPTION

Congressmen Record 300-400 Speeches Weekly At Capitol Hill Studios

TRANSCRIPTIONS will play a major role in the forthcoming Congressional campaign according to R. J. Coar, president of Sound Studios Inc., who last week disclosed that his studio on the fifth floor of the old House office building has been recording legislators' campaign speeches at the rate of 300 to 400 a week.

These recordings are sent to the home states of Congressmen for broadcast on stations throughout their respective districts.

Republican National Committee pays the costs of its partisans while Democratic candidates must pay for their own records. Of 150 statesmen who transcribe regularly, only 45 are Democrats. More than 400 members of Congress have made recordings at some time during the past year at a cost of $5 for a 15-minute record, $4 for a 10-minute transcription, plus packaging and mailing.

Some recordings of a non-partisan tone have been carried on a sustaining basis before the time of formal campaigning, but now Congressmen are talking about local issues, prospective invasion, veterans' legislation and labor policy. Hillbilly bands, homey technique and addresses to foreign speaking groups have been included in the Capitol Hill recordings to make them more personal in nature.

The idea of transcribed speeches was established 10 years ago by Sen. Capper (R-Kan.), who owns WIBW Topeka and KCKN Kansas City, Kan. Sound Studios Inc. is operated on a non-profit basis according to Mr. Coar, who declared that any member of Congress who has used radio regularly for the last six years, has never been defeated.

Speedup of News From Italy Effected by FCAC

RCA Communications has so improved its transmission of news from Italy to the U. S. that correspondents merely give their copy to the censors who pass it along to RCAC and "10 minutes later it's in New York". The Italian station, built in less than a month by RCAC, now flashes news accounts at a rate as high as 240 words a minute.

Recently RCAC transmitted 11 sound broadcasting programs by Army relay from the Anzio beachhead directly to the U. S. These included two BBC programs which were sent to New York and thence to England through RCA facilities. The new RCAC station was installed and placed in operation at the request and with the cooperation of the U. S. War Dept. to relieve military communications channels, handle news broadcasts by correspondents of American radio networks and programs of the armed forces.

BIRE Asks Research

FORMATION of a British Radio Research Institute to carry on investigations hitherto restricted because of high costs has been proposed by the British Institution of Radio Engineers. The BIRE recommends that the Institute be financed by industrial subscriptions supplemented by a government grant of at least equal amount.

McDermott to London

FLIGHT LT. Andy McDermott, radio liaison officer, Royal Canadian Air Force, has been sent overseas to take charge of RCAF radio liaison with headquarters in London. Prior to his entry in the service he was Montreal manager of Stovin & Wright Ltd., station representatives.

WORL

TIED FOR

FIRST PLACE

In Boston

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Absolutely
No Money Give-Away
Prize Programs on
WORL at Anytime!

**According to latest C. E. Hooper Survey, Fall and Winter 1943 to 1944 from 9:45 A. M. to 10 A. M., Monday through Friday.*

(*Continued from page 20*)

heard by civilian audiences, but to the man in the service such names as, *Command Performance, Mail Call, Jubilee, G.I. Journal, G.I. Jive, Sound Off* and others are "tent-hold" words. Through programs of this kind the service man listener is given the opportunity of hearing special radio performances by the top stars of the industry.

The average number of weekly broadcast hours is 85. Thus about one half of the production requirements of each station is met by Armed Forces Radio Service programs. The other half must be accomplished completely by the station personnel. Time is filled by "record shows", news broadcasts, live talent productions and special events, such as: fights, baseball games, religious services, and practically every other type of radio program to which the men have become accustomed at home.

Behind the Mike

Most of the men behind the mikes were selected by Major Purnell H. Gould, (WFBR Baltimore commercial manager) SPA Radio Officer, for their experience in civilian radio. The roster of the Noumea AES contains the names of: Capt. Joseph A. Thompson (NBC, New York & Hollywood), station manager; Lt. Clifford A. Frink (Signal Corps), station engineering officer; Cpl. Paul Masterson, (Blue Network, Hollywood); Sgt. Jack Briggs (radio & motion picture actor); Cpl. Larry Trombly (KSD St. Louis) and Pfc. Tom Robinson (Texas Quality Network).

At Guadalcanal, Capt. Spencer Allen (NBC) lists among his personnel: S/Sgt. George Dvorak (KFI Los Angeles), Cpl. Allen Botzer (CBS Hollywood) and Cpl. Hyman Averback (KMPC Beverly Hills). With Lt. Wesley Wallace (WPTF) at Bougainville are: Sgt. Marvin Corwin (Benton & Bowles Agency), Pfc. George Hayward (CBS New York) and Pvt. Hal Moore (CBS New York). At Munda with Lt. Smith, Cpls. Riley Gibson and J. D. Johnson are commercial radio's contribution to the AES.

In addition to the American Expeditionary Stations in the South Pacific Area the New Zealand station 1ZM is being operated by a crew of enlisted men formerly attached to AES Noumea. Headed by Sgt. Lawrence Dysart (KOY Phoenix) the crew includes: T/Sgt. Karl Jean, Pvt. Eugene Twombly and Pvt. Frank Gaunt.

Kellogg Spots

KELLOGG Co., Battle Creek, Mich. (Kellogg's 40% Bran Flakes and Muffins), on May 8 was to begin sponsorship of five spot announcements weekly on WMAQ Chicago, and six station breaks weekly on WBBM Chicago. Contracts are for 26 weeks. Agency is Kenyon & Eckhardt, New York.

FIRST IN A NEW SERIES of transcriptions marking International General Electric's campaign for leadership in the post-war Latin American radio market, are being reviewed by members of GE International and Columbia Recording Corp., in Columbia Recording studios, New York. Listening are (l to r): C. G. Roberts, manager, International GE Co., radio and television division; Alden O. Carlson, Columbia Recording account executive and specialist on Latin American radio; R. W. Williams, president, Williams & Saylor, New York; W. Y. Stocking, account executive; Robert J. Clarkson, manager Columbia transcription division; J. E. Peters, International GE publicity manager.

PULSE DATA SHOWS FM TUNERS CHOICE

PREFERENCE for FM listening "hails almost exclusively from the limited audience interested in serious and good music", according to the April issue of *The Radio Audience*, monthly newsletter of the Pulse of New York, radio audience research organization. Reporting on a Pulse survey of a limited cross-section of FM listeners, the letter stated that 34% want to listen to FM to hear good music, 17% for improved reception without static or interference, 11% for less advertising, 7% for better class of programs, 7% for curiosity and technical interest, 6% for high fidelity and better range of tone, 5% for longer broadcasts without interruptions, with the remaining 13% for miscellaneous reasons.

"No doubt the nature of FM programming accounts for this in a large measure," the newsletter continued, pointing out that this preference is reflected in the socio-economic and age bracket primarily listening to FM today." Of FM set-owners 83% are telephone subscribers, compared to less than half of the total AM audience, the Pulse found. Also, 34% of FM listeners are 45 years of age or older, differing from the age structure of AM audiences.

NBC Music Week

NBC SYMPHONY Orchestra in a concert on May 11 will present, for the second consecutive year, three nominations of the Music Critics Circle of New York, an organization which each year selects the best American orchestral work introduced in public concerts. As a highlight of National and Inter-American Music Week, the feature will be a special presentation of the NBC Inter-American U. of the Air.

Mitchell Honored

AWARD for Exceptional Civilian Service was conferred last week upon James P. Mitchell, for his work as director of the Industrial Personnel Division, Army Service Forces, by Lt. Gen. Brehon B. Somervell, Commanding General of the ASF. Mr. Mitchell, who recently resigned to re-enter private industry, was, previous to his ASF position, personnel and training executive of Western Electric Co. His successor at ASF is W. A. Hughes, former general manager of the Indiana Bell Telephone Co. and personnel executive of AT&T.

Molen Joins KMBC

SAM MOLEN, veteran sports director of WCHS Charleston, W. Va. joined KMBC Kansas City as sportscaster May 1, it was announced last week by Karl Koerper, managing director of the Kansas City station. Mr. Molen, with seven years background in radio sports for WCBS WTAX Springfield, Ill. and WCHS, presents two sportscasts daily as well as handling special events sports. He replaces Walt Lochman, who will broadcast White Sox baseball games in Chicago.

WCCO Sales Manager

HARVEY J. STRUTHERS of the WCCO Minneapolis sales staff has been named sales manager of the station, A. E. Jocelyn, general manager, announced last week. He has been affiliated with WCCO since January 1940.

Joins Erwin, Wasey

RUTH HOLT CROWLEY, dietitian and author of a child-care column in the *Chicago Sun*, has been appointed to the copy staff of Erwin, Wasey & Co., Chicago, as copywriter and special advisor on food product accounts. She was in the agency field before starting her newspaper column.

Radio Advertising PAA Clinic Topic

Place in Proprietary Field To Be Told By Ryan, Avery

J. HAROLD RYAN, president of the NAB, and Lewis H. Avery, NAB director of Broadcast Advertising, will tell radio's story to members of the Proprietary Assn. of America, comprising 80% of the manufacturers in that field, during an advertising clinic to be held May 16, second day of the PAA three-day convention at the Biltmore Hotel, New York.

Mr. Ryan will open the broadcasting section of the clinic with an overall statement of radio's place in the proprietary advertising picture. Then Mr. Avery will present, using a series of transcriptions, proprietary copy that the broadcasters think is good and copy they believe leaves room for improvement. Paul M. Hollister, CBS vice-president in charge of advertising and promotion, is working with Mr. Avery in the preparation of the presentation and the medicinal commercials will be transcribed by NBC's Radio Recording Division.

Drug Survey Report

Newspapers, magazines and drug trade papers will make similar presentations during the PAA advertising clinic. Newspaper presentation will be given under the auspices of the Bureau of Advertising, American Newspaper Publishers Assn., by William A. Thomson, Bureau director, and Allen Sikes. Frank Braucher, president, Periodical Publishers Assn., and W. H. Mullen of the PPA staff will handle the magazine presentation, which will utilize slide films.

Trade press presentation will include results of a survey of some 300 drug stores showing the point-of-sale promotion employed by different retail druggists and also reporting on what product the customer receives when he asks for it by a general instead of a brand name. Stanley A. Nizely, general manager, Associated Business Papers, will give the general talk on trade press advertising and the survey story will be presented by Pauline Arnold of Market Research Co. of America.

RKO Expands on Blue

AT CONCLUSION of a 13-week trial run on 20 Blue stations in the Pacific Coast and Rocky Mountain areas, RKO Radio Pictures, New York, on May 29 will expand the network for its film-lot program to some 170 Blue stations, Monday through Friday, 12:15-12:30 p.m. Format is designed to acquaint listeners with "what's going on at RKO" through interviews with stars on the lot, studio highlights, vocal and instrumental music. New title is *Hollywood Star Time*. Agency is Foote, Cone & Belding, New York.

SOLID PERFORMER

KRLD

Oldest CBS Outlet in TEXAS

•

Ask a Branham-man

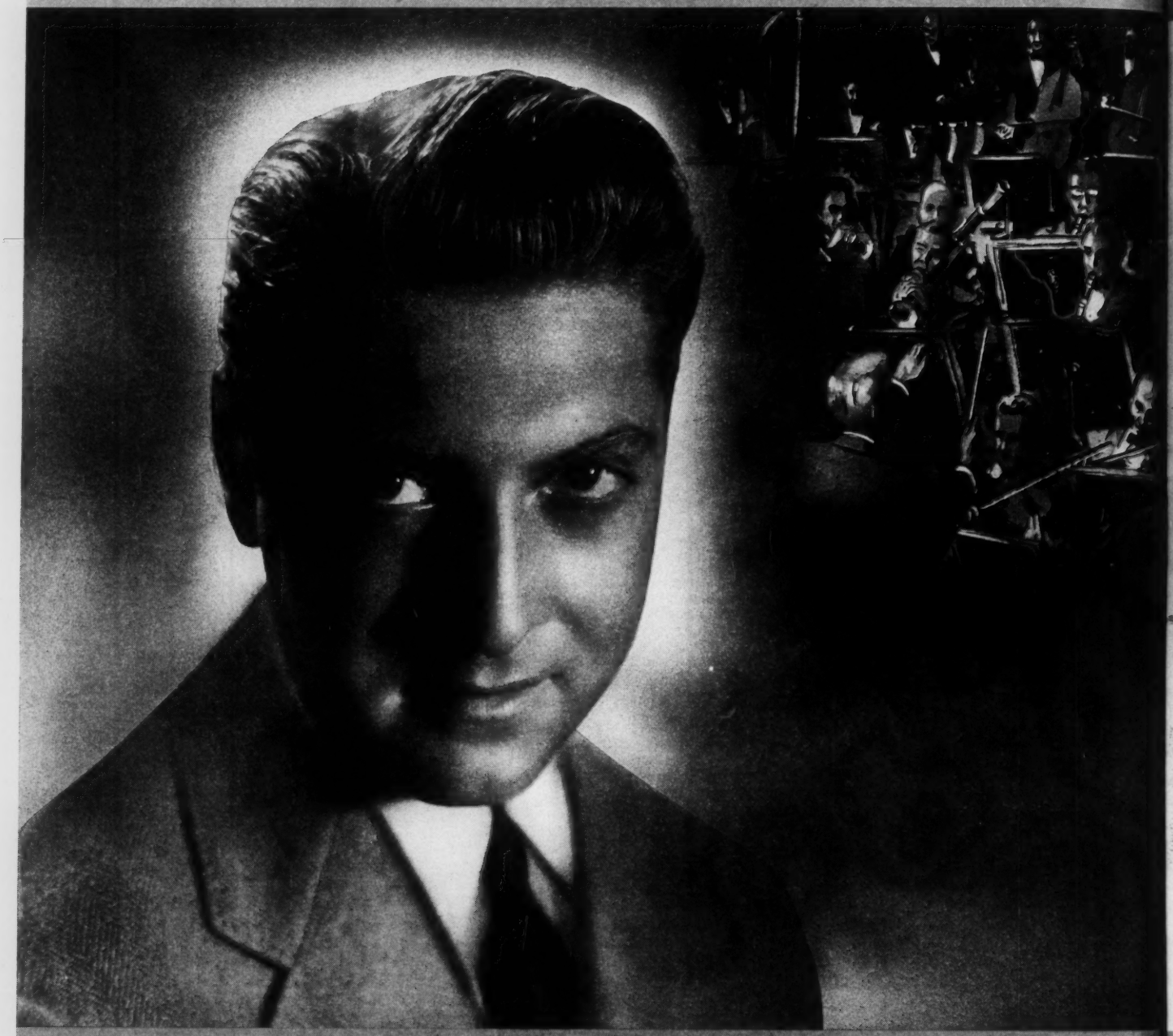
KRLD

DALLAS, TEXAS

The Times Herald Station

50 KW ★ 1080 KC.

WBS . . . WORLD'S



NOW TRANSCRIBING EXCLUSIVELY FOR

WORLD PROGRAM SERVICE

ON WIDE RANGE VERTICAL CUT RECORDINGS

BRIGHTEST STARS

DAVID ROSE'S ORCHESTRA

Another "Exclusive"... for World Program Service Subscribers!

... Superb transcriptions of David Rose's Orchestra, playing original compositions of this musically-inventive, young composer-conductor—as well as many ever-popular concert selections—in those unique David Rose arrangements that are making the world sit up and listen to the tone-magic of his subtle harmonies.

David Rose's original compositions already transcribed are:

HOLIDAY FOR STRINGS • A STRIP OF SUNSET • OUR WALTZ • NOSTALGIA
SERENADE TO A DREAM • À NOUS • DESERTED CITY • MY DOG HAS FLEAS
ROSE OF BELAIR • ***As well as other David Rose arrangements of popular selections***

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Radio Advertisers

H. KESSLER & CO., Atlanta, Ga., operators of the Kessler Dept. Stores in that state, has begun sponsorship of *Kessler's Open House* on WGST Atlanta, Sundays, 10:30-11 a.m. Veteran announcer Jimmy Kirby is m.c. for the new show. Company has been a steady radio advertiser for the past 12 years. Contract is for 52 weeks. Agency is Maurice C. Coleman & Assoc.

VORIS PRODUCTS, New York, has appointed Gunn-Mears Adv., New York, to handle advertising for Voris athlete's foot lotion. Radio is being considered.

LAKE SHORE ENGINEERING Co., Iron Mountain, Mich. (marine and mining equipment), has appointed Russell T. Gray Adv., Chicago, to handle its advertising.

ZORADEX LABS., New York, has appointed Hal A. Salzman Assoc., New York to handle advertising for Zoradex Ointment. Radio is being considered.

H. L. SHAW & Sons, Inc., Boston, new to radio, on May 4 started a test campaign for Soapless Suds on WSAN Allentown, Pa., and KONO San Antonio, Tex., to run through the end of May. One-minute transcribed spot announcements are used thrice daily, Monday through Friday, on WSAN and five times daily, Monday through Saturday on KONO. Agency is L. H. Hartman Co., New York.

H. C. CAPWELL Dept. Store, Oakland, for the third time is repeating by popular demand Barbara Lee's six-week sewing course on KROW Oakland. Listeners get lesson material from store's piece goods department, then tune in Miss Lee's program for instructions on sewing.

ULTRA-LIFE LABS., E. St. Louis, Ill. (Markitop feeds), has started sponsorship of *Neighbor William*, quarter-hour Saturday night program, on WLS Chicago. Agency is Huffman Adv. Agency, St. Louis, Mo.

HIRSCH CLOTHING Co., Chicago, on May 8 renews *Telephone Quiz*, on WGN Chicago. Quarter-hour evening program is heard Monday through Saturday. Renewal is for 52 weeks. Agency: Schwimmer & Scott, Chicago.

SWIFT & Co., Chicago (ham & bacon division), beginning with the May 6 broadcast, is sponsoring the 9:45-10 a.m. portion of the Blue Network *Breakfast Club*, Monday through Friday. Packing company is now using six quarter-hour daytime network periods weekly. Agency: J. Walter Thompson Co., Chicago.

ATLAS BREWING Co., Chicago, on May 5 began sponsorship of a weekly quarter-hour evening program Fridays on WENR Chicago, featuring Clem Lane, city editor of the *Chicago Daily News* and well-known humor columnist. Contract is for 52 weeks. Agency: Arthur Meyerhoff & Co., Chicago.

MYRURGIA PERFUMES, New York, has appointed Irwin Vladimir & Co., New York, to handle its advertising. WBNX New York is being considered for a series of spot announcements or a program in Spanish.

TINY HELLER, Oakland, Cal. (restaurant), has begun sponsorship of *Press Box*, quarter-hour sports review on KROW Oakland. Contract is for the current baseball season.

ENTZ & RUCKER Hardware Co., Los Angeles, new to radio, has started sponsoring a weekly quarter-hour informative program *Hubby's Hobby* on KHJ. Agency is Henry W. Welsh Adv., Los Angeles.

TELEX-CALIFORNIA Co., Los Angeles (hearing device), new to radio, on May 6 started sponsoring a weekly quarter-hour program *Easy Listening* on KHJ. Contract is for 26 weeks. Placement is through Henry W. Welsh Adv., Los Angeles.

SECURITY First National Bank, Los Angeles (checking service), in a campaign which started in late April, is sponsoring locally the five-weekly quarter-hour CBS Pacific program *William Winter-News Analyst* on KNX Hollywood. Agency is Dana Jones Co., Los Angeles.

REMAR BAKING Co., Oakland, Cal., on April 30 started once-weekly half-hour transcribed adventure series *The Shadow* on KPO San Francisco, Sunday 1:30-2 p.m. (PWT). Contract is for 52 weeks. Agency is Garfield & Guild, San Francisco.

KAY JEWELERS, Sacramento, Cal., has started *The Shadow* on KFBK Sacramento. Contract is for 26 weeks, placed direct. Garfield & Guild, San Francisco, writes the commercials.

BATHASWEET Corp. begins sponsorship of *Dave Lane, Songs*, Tuesdays, Thursdays and Saturdays 7:25-7:30 p.m. on KNX Los Angeles effective May 9. Agency is H. M. Kiesewetter Adv., New York.

RICH'S Dept. Store, Atlanta, has begun sponsorship of *The Garden Club of the Air* on WGST Atlanta, Monday, Wednesday, and Friday, 10:45-11 a.m. Mrs. Fletcher Pearson Crown, garden consultant, handles the program, advising on garden problems. Contract is for 13 weeks.

S. C. JOHNSON & Son, Brantford, Ont. (wax and Car-Nu) on May 1 renewed *Pierre Guerin* on CBJ CBV CBF CHLT, Mon.-Wed.-Fri., 10:45-11 a.m. Agency is Vickers & Benson, Montreal.

HUNT'S Ltd., Toronto (chain confectioners and restaurants), on April 30 started *Scanning the Shows*, musical half-hour program on CJBC Toronto. Account was placed for one year by Ellis Adv. Co., Toronto.

LAURENTIAN AGENCIES Reg'd., Montreal (florida water), has started participating English spot announcements and a five-minute French-language program on a number of Ontario and Quebec stations. Account was placed by A. McKim Ltd., Montreal.

VICTORY PACKING Co., Los Angeles (Meat-y-Fresh Dog Food), new to radio, on May 22 starts sponsoring a weekly ten-minute program, *It's a Dog's Life*, on KHJ. Contract is for 13 weeks, with placement through David Dans Agency, Los Angeles.

TROCADERO, Hollywood (night club), placing direct, on April 24 started sponsoring a daily 60-minute program of recorded music on KWKW Pasadena. Contract is for 13 weeks.

FORT PITT Brewing Co. has renewed for another year Cedric Foster's news commentary and *Melody Tavern*, both heard on *Tune Factory* from 2-2:30 p.m. Monday through Friday, on WCAE Pittsburgh.

BEIL AIRCRAFT Corp. is sponsoring the Frederic W. Ziv transcribed production *War Correspondent* on WGST Atlanta, Thursdays, 10:15-30 p.m. Contract is for 26 weeks.

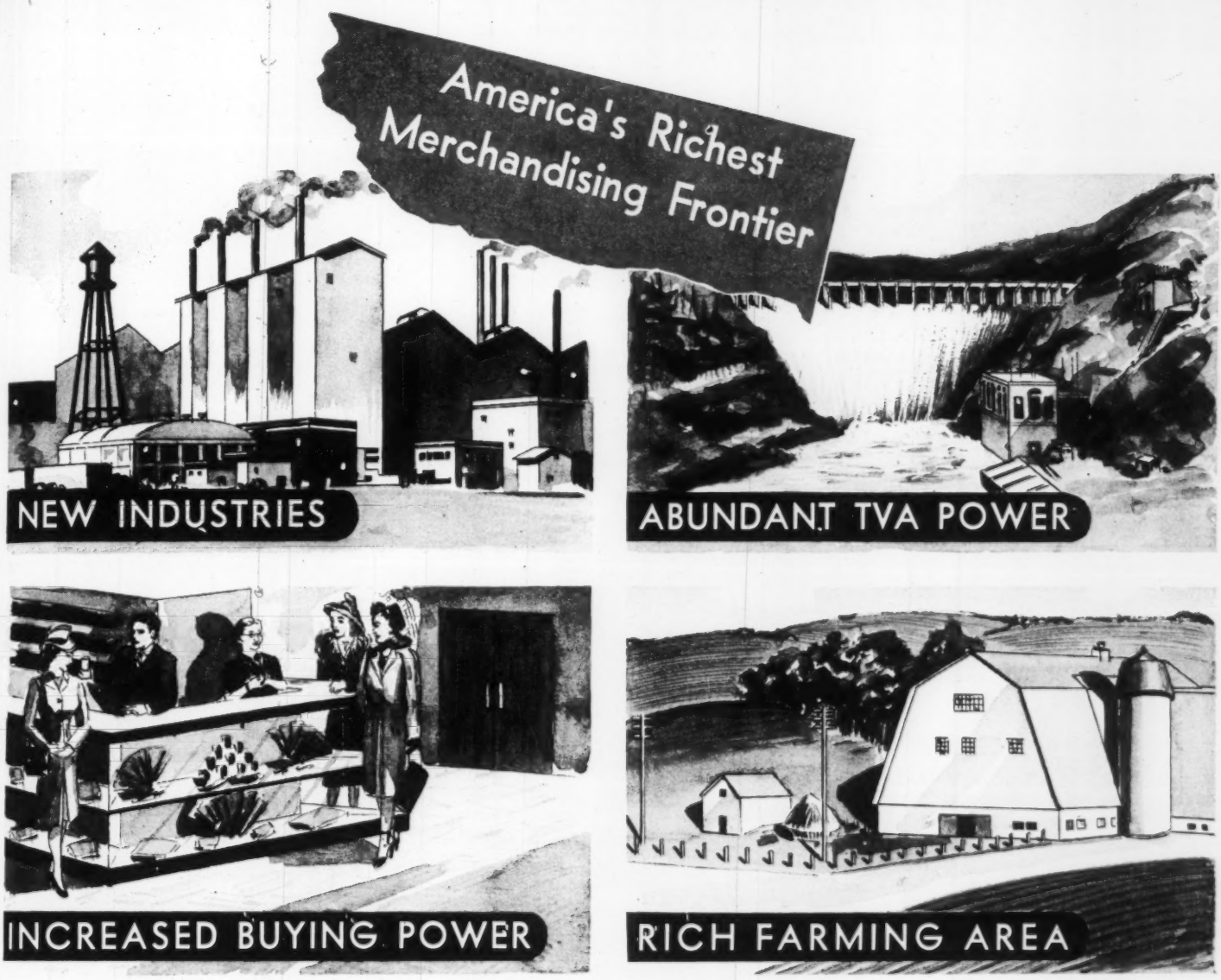
WITH RADIO'S TOP-RANKING
BASIC NBC PROGRAMS

KSD
IN ST. LOUIS

FOR INCREASED SALES
and LOWER SALES COSTS

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.



The Nashville Market IS A GOOD SOLID INVESTMENT FOR TODAY...AND TOMORROW!

Most of Nashville's war-time industries are converted from peace-time operation . . . always ready to go back to their old jobs after the war . . . with abundant labor, abundant water and low-cost TVA power . . . streamlined to faster and bigger volumes!

Latest Nashville trading area figures of 1,014,000 population and retail sales of $210,000,000 are based on the 1940 census. But, to get an idea of the increase in this market, look at these figures: Department store sales up 32%; bank debits, 27%; bank clearings, 19%; postal receipts, 18%; commercial electric power, 13%. These figures are for the first quarter of 1943. Yes, merchandising plans for RIGHT NOW and the future should include this rich market.

BUYING INCOME OF THE NASHVILLE MARKET WAS UP $100,000,000 IN 1942

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

KENU PRODUCTS Co., Los Angeles (Kenu cleanser), expanding its Southern California schedule on May 1 added KTAR KOY to the spot list. Firm in late April started twice-weekly news commentary on KECA for 52 weeks. Sponsor uses five-minute transcribed *Record for Today*, six weekly on KNX and weekly half-hour recorded musical program. *Heart Strings*, on KWKW. Agency is Little & Co., Los Angeles.

DEAN'S MILK Co., Chicago, on April 24 began participation sponsorship on *Sunrise Salute*, 55-minute early morning program Monday through Saturday on WBBM Chicago. Contract is for 13 weeks. Agency is Chadwick & Harriman Adv., Chicago.

N. C. GOODWIN Lab., New York, has reappointed Ray-Hirsch Co., New York, to handle advertising for Tobene ointment. Present plans call for continuation of spot schedules in the East and New England.

EAGLE LOCK CO., Terryville, Conn., has appointed Gardner Advertising Co., St. Louis and New York, to handle a campaign of national and trade magazine advertising.

MARIAN YEAZEL, formerly in the advertising department of Consolidated Products Co., Danville, Ill. (semi-solid buttermilk feeds), has been appointed assistant director of advertising and sales promotion.

THE PEPSI-COLA Bottling Co., Hannibal, Mo., makers of Dr. Swett's root beer, on May 1 started sponsorship of *Dick Tracy* on KHMO Hannibal. Quarter-hour series heard on the Blue Network is available on a local co-operative basis. Agency handling the account for the firm is C. L. Miller Co., New York.

O'CEDAR CORP., Chicago (Perma-Moth), will begin sponsorship May 8 of participations on approximately 40 stations on a spot basis. Programs and stations have not been announced. Contract is for 13 weeks. Agency: Aubrey, Moore & Wallace, Chicago.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Supersuds soap), is sponsoring one transcribed announcement daily Monday through Friday on WBBM Chicago. Contract is for 37 weeks. Agency is William Esty & Co., New York.

Fleischmann Salute

FLEISCHMANN division of Standard Brands Inc., New York, on June 4 will sponsor a program, *The Bakers of America Salute the Armed Forces* on NBC, 8 p.m. Presented by the Bakers of America, the one-hour broadcast, featuring radio and screen stars, will be shortwaved to American troops abroad through NBC facilities. The program replaces Standard Brand's *Chase and Sanborn Program* and *One Man's Family* on that day. A similar program was presented by the Bakers of America last December.

Committee Studies CBC

CANADIAN Parliamentary Committee on Broadcasting to investigate CBC operations last Wednesday visited CBC studios in Montreal. The Committee tentatively plans to visit CBC offices in Toronto before adjourning.

J. Dangelzer to CBC

JOAN DANGELZER, formerly with the Office of War Information, New York, has joined the Canadian Broadcasting Corp., Montreal, as talks producer. At OWI she was attached to the French section, shortwave division, overseas branch. Prior to her OWI affiliation she taught French and German at Lycee Francais, New York, and the U. of British Columbia. Born in England, Miss Dangelzer received her education at Vancouver, Paris Sorbonne and Columbia U.

Joan Dangelzer

CBC Hears Applicants

SEVERAL applicants for new station licenses were to appear before the Canadian Broadcasting Corp. Board of Governors meeting at Ottawa on May 8. There are numerous applications for new Canadian broadcasting stations, but how many were to be heard at the May 8 meeting was not known as BROADCASTING went to press. It is understood that Al Leary, manager of CKCL Toronto, is applying for a new station license somewhere in southern Ontario, and that Jack Cooke, general manager of Northern Broadcasting & Pub. Co., Timmins, is applying for the purchase of CKCL.

WCAU Feeds BBC

SERIES of recordings and pickups for the British Broadcasting Corp. are being made by WCAU Philadelphia at meetings of the International Labor Organization at Temple U., attended by delegates from 26 countries. Katharine Clark, WCAU commentator and daughter of Maj. Gen. Sandefer Jarman, commanding general, Coast Artillery, Anti-Aircraft, Eastern Defense Command, did an opening-day color story on Philadelphia for the BBC, *The World Passes By*. Interviews with delegates are being made by Glenn Adams, WCAU newscaster, for OWI Overseas Branch. Meetings opened April 20 and continue to May 12.

Two Join Admiral

ADMIRAL Corp., Chicago, last week announced appointments of Richard A. Graver as midwest regional manager of radios and home appliances division, and of Lou A. Carlson as chief of production and inspection, refrigerator division, Mr. Graver was central region merchandise manager of RCA Victor Division. Mrs. Carlson was chief resident engineer of Philco Corp., Philadelphia.

Alfco Products Formed

FORMATION of Alfco Products Co., St. Louis to operate a television station and to serve as distributors of Allen B. Du Mont equipment in the St. Louis territory has been announced. Company has applied to the FCC for commercial television broadcasting license. Principals are Michael Alfond, Truman Brown and Sydney Neiman.

PORTRAIT OF A *Growing* MARKET

• Yes, here is a market that is constantly expanding. One that has shown steady gains in population and spendable income year after year. A region of rising sales and ever-increasing prosperity. Shreveport alone, hub of this rich East Texas-North Louisiana-South Arkansas area, has shown a gain in population of more than 25 per cent in the last decade. Though now teeming with wartime activity, it is one of the few areas in the United States classified by the Assistant Director, Bureau of Census, as "having excellent prospects of retaining wartime growth."

Such a market, rich in oil and gas, minerals, agriculture, forestry, livestock and industry, should surely be included in your sales program. No other medium covers it as completely and effectively as KWKH. That's why scores of alert, farsighted advertisers are choosing KWKH to sell now — build greater sales for the future.

KWKH
50,000 WATTS
CBS
A Shreveport Times Station
Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

IN DES MOINES, JUDY CANOVA'S AUDIENCE IS . . .

Yes, Judy and Colgate get a Des Moines audience 52.4% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average exactly 30.3% greater than their national Hooperating. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 Market — Des Moines.

52.4%
ABOVE NATIONAL HOOPERATING

Source—Hooper Reports Fall-Winter, 1943-44

KRNT Des Moines • CBS basic • A Cowles Station
Affiliated with Des Moines Register-Tribune • Represented by Katz

RECORDS BY RHYME
WOV Uses Poetry to Identify Transcriptions

A DEVICE to overcome "transcription bogey" has been put into effect by WOV New York. On the theory that radio audiences are sometimes subject to "mental blackouts" immediately upon hearing the announcement of a transcription, the station's announcers make the break in rhyme. Examples of rhymed announcements heard preceding 30-second and 60-second transcriptions are:

Here's a colorful description
Coming to you by transcription.
Saw sub, sank same, told the story quick.
That's how this transcription does the trick.

According to Arnold Hartley, WOV program director, this is the first time that such a device has been employed in introducing transcribed announcements. The rhymes vary throughout the day.

NBC Promotes Nelson

JAMES H. NELSON, assistant sales promotion manager of NBC's spot sales department, has been appointed manager of network sales promotion effective May 15. Before joining NBC in 1942, Mr. Nelson was promotion and advertising manager of the *Saturday Review of Literature*, and previously served on the national space sales staff of *Harper's* magazine. He also conducted a book review column for the latter publication.

Standard Brands Tribute

STANDARD BRANDS Inc., New York, will turn over its 8-9 p.m. period on NBC Sunday, June 4 to a one-hour tribute to the military services. In the spot normally occupied by *One Man's Family* and the Chase and Sanborn programs, the sponsor will feature a special show with Edgar Bergen, Fred Allen, Bob Hope, Judy Garland, Bing Crosby and other talent. There are plans to shortwave the program overseas. Agency is J. Walter Thompson Co., New York.

SUITABLE SITE for signing *Two Bells Theatre*, half-hour dramatic program on KECA Los Angeles, was a trolley car for sponsor is the Los Angeles Railway Corp. Signers are (l to r): John C. Morse, vice-president, Dan B. Miner Co., agency handling account; Truman Perry KECA; L. A. Reeves (seated), director of public service, Los Angeles Railway Corp.; F. F. Favour, streetcar operator. Contract is for 26 weeks.

Studio Notes

KRBM Bozeman, Mont., *Gallatin Valley Community Program*, on April 5 celebrated its first anniversary. Women in the community submit news, letters, recipes, household hints for the program. At the party celebrating the anniversary many of the 200 correspondents were present as well as sponsors and their families. A transcription was made and played on the air the next day.

SECOND BIRTHDAY of WLIB Brooklyn will be celebrated May 13. No special programs are scheduled to mark the anniversary, except during the station breaks when the following phrase will be added: "This is New York's newest radio station. Two years old today."

ADDITION of CBC to the networks carrying the Mexican Symphony Orchestra broadcasts produces what is said to be radio's first North American network triple play. Program is aired Sunday evening on Mexico's Radio Mil, MBS and CBC.

TO CELEBRATE success of *Swing's the Thing*, half-hour program for "hep cats" heard twice weekly on WGN Chicago and sponsored by E. J. Brach & Sons (Swing candy bars), WGN executives gave a testimonial luncheon May 2 for press representatives. Show is produced by Russ Young, radio producer for Hill Blackett Co., Chicago.

WTAG Worcester, CBS affiliate, celebrated its 20th anniversary on the air last week. Station made its official debut as WDBH May 12, 1924 with 100 w on 268 meters. Then owned by the C. T. Shere Co., its call letters were changed to WCTS March 25, 1925 and on April 23 of that year its power was increased to 500 w. In Sept. 1925 when the *Worcester Telegram* purchased the station, the present call letters were assumed, and in 1927 the frequency was changed to 580 kc and in 1940 power was increased to 5,000 w.

RECORDINGS of the Moravian Easter sunrise service originated by WBT Charlotte, N. C., from Winston-Salem, N. C., have been requested by Bishop J. L. Kenneth Pfohl to be scheduled for all Moravian churches in the U. S., Alaska and Central America. Program opened the CBS network Easter Day.

WOWO Fort Wayne, Ind., as a special service feature to war workers is piping two five-minute daily newscasts into the public address systems of two local war plants.

TRANSCRIBED interviews conducted by Ann Ginn, women's program director of WTCN Minneapolis, with personnel of R. C. Hitchcock & Sons Foundry, St. Paul on April 27, were broadcast by WTCN the following day to help recruit women war workers for the foundry.

EDUCATIONAL stations of Iowa State and Ohio State Universities (WSUI and WOSU) have requested the regularly scheduled broadcast transcriptions of WSAI Cincinnati forum series *Problems of Peace*.

DESIGNED to aid the sale of war bonds and stamps, a 52 week personal appearance tour of Los Angeles schools by *Carliss Archer*, sponsored on CBS by Anchor-Hocking Glass Co., has been arranged by the network, William H. Weintraub agency, which services the account, and the Los Angeles Board of Education. Presentation of dramatic skits by the cast of the program are to be made during regular student assembly periods.

D DAY WTAG runs a close second to the invasion chiefs for the thoroughness with which it has prepared for D Day. A new antenna has been installed to receive a steady flow of news from England on WTAG's short wave equipment. Regular news services by teletype and wire together with every facility of WTAG will be turned to this one objective the moment D Day arrives.

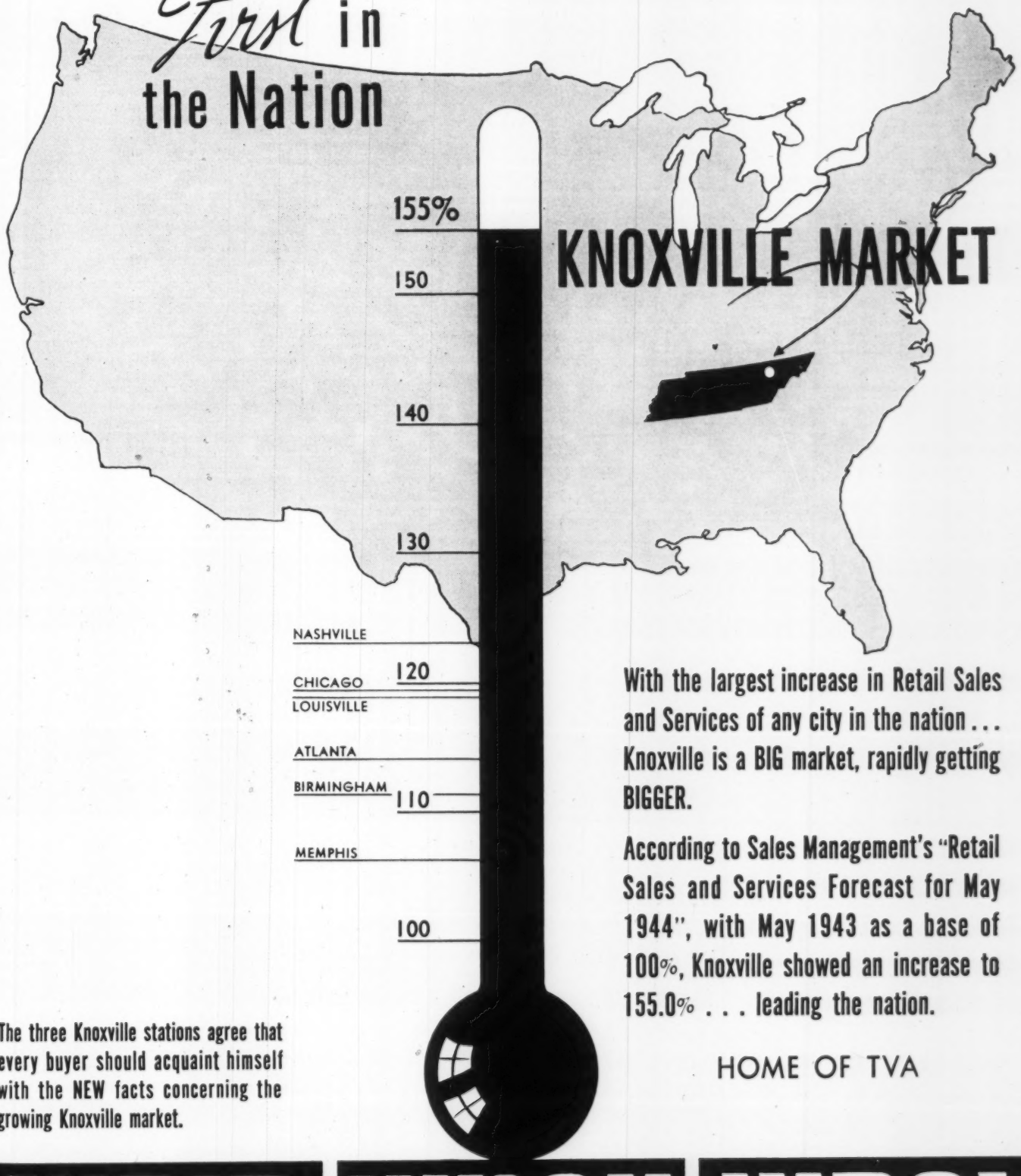
The entire personnel of the station already are familiar with their special assignments to begin on the day of Invasion. Each advertiser has been informed of these plans, and of his opportunity to co-operate with them. Worcester will be completely informed on D Day and the progress that follows, thanks to a BIG STATION doing things in a BIG WAY in a BIG MARKET.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

continuing *First* in the Nation



KNOXVILLE MARKET

With the largest increase in Retail Sales and Services of any city in the nation . . . Knoxville is a BIG market, rapidly getting BIGGER.

According to Sales Management's "Retail Sales and Services Forecast for May 1944", with May 1943 as a base of 100%, Knoxville showed an increase to 155.0% . . . leading the nation.

HOME OF TVA

The three Knoxville stations agree that every buyer should acquaint himself with the NEW facts concerning the growing Knoxville market.

WBIR WNOX WROL

WHERE WILL YOU BE ON THE NIGHT OF FEB. 17th AT 8 P.M.?
LISTENING TO "SUSPENSE" OVER WGAN OF COURSE!
WHAT WILL IT BE, BUD?
JUST THE USUAL, JOE—A GLASS OF WATER AND "INNER SANCTUM" AT 8.30 P.M. ON WGAN!
WHAT WILL I BE DOING AT 8 P.M. WEDNESDAY?
LISTENING TO SAMMY KAYE OVER WGAN OF COURSE!
WHAT WILL IT BE, BUD?
JUST THE USUAL, JOE—A GLASS OF WATER AND "INNER SANCTUM" AT 8.30 P.M. ON WGAN!
AND BE SURE TO CATCH THESE OTHER EXCITING PROGRAMS OVER WGAN EVERY SATURDAY
Stars over Hollywood 12:30 p.m.
Columbia's Country Journal 3:00 p.m.
Man Behind the Gun—7:00 p.m.
Blue Ribbon Town—8:00 p.m.
... Stay tuned to
WGAN
DAY and NIGHT 560 ON YOUR DIAL
"MAINE'S VOICE of FRIENDLY SERVICE"
SPONSORING THE SPONSORS!

every week in 11 Maine dailies and 19 weeklies!

WGAN

"Maine's Voice of Friendly Service"

At least a half million newspaper readers in WGAN's listening area (the rich, hustling Portland market and that of 14 Maine counties and 1 New Hampshire county) get a chuckle each week from this series of hard-to-miss ads — designed to publicize sponsors' programs and attract still more responsive listeners to Northern New England's most productive, most wide-awake station.

STATION WGAN PORTLAND MAINE

5000 Watts — 560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station — National Representative: PAUL H. RAYMER CO.

Purely PROGRAMS

ORIGINALLY inaugurated Jan. 16 as an experimental 13-week series and subsequently extended to 26 weeks, the KMOX St. Louis public forum program, *St. Louis Speaks*, will be continued through the summer for an indefinite period because of the enthusiastic community response afforded the weekly Sunday evening half-hour program, according to an announcement made by the station last week. Originating from the KMOX Playhouse before a participating audience, program features each week a panel of recognized authorities. Moderator is William H. Stead, Dean of the School of Business and Public Administration of Washington U., St. Louis, well-known authority on employer-employe relations. After brief statements by panel members, the audience participates in discussions. Forum continues for an hour following the broadcast. Subject topics include local, national, and international problems.

* * *

Prophecy

AN ALL PROPHECY program, *Out on a Limb*, is now heard on WGAR Cleveland, Tuesdays 9:30 p.m. A regular three-man board and one guest prophet are included on the program of which Dave Baylor, WGAR program director, serves as mc, moderator and quizmaster. The four features are current news prophecy, telegram prophecy, prophecy on the top news story of the day and a prize prophecy in which the listeners contribute.

* * *

On WBIR

NEW SUSTAINING public service program begun on WBIR Knoxville, Tenn. features a public-spirited citizen who speaks under the nomdeplume of "Mister Civic Pride". Heard once a week, the public spokesman discusses such topics as the local transit sytem under wartime conditions, post-war planning of the Chamber of Commerce, the Tennessee Valley Authority, juvenile delinquency, and other items of local interest.

* * *

KSAL Forum

PUBLIC FORUM program has been inaugurated by KSAL Salina, Kan., with Prof. E. C. Howe, Kansas Wesleyan College, as leader of discussions in which townspeople participate. The half-hour program is broadcast every other Monday evening. Forum is designed to promote civic thought on various national and international problems.

* * *

Labor Series

DISCUSSIONS on labor-management problems are being broadcast on WCAE Pittsburgh every Sunday at 12:30 p.m. Purpose of the programs, written by Joseph Brodinsky, is harmony between employe and employer, guided by the country's laws.

Books on WINX

BUILT AROUND behind-the-scene pictures of contemporary books and authors, *Book Reviews and Interviews*, is now heard Mondays, 7:15 p.m., over WINX Washington. Some of the guests included in plans for future programs are: Howard Swiggett, member of the British Supply Mission and author of *Most Secret-Most Immediate;* Robert Nathan, who will discuss his most recent release, *Mobilizing for Abundance;* Max Shulman, and his *Barefoot Boy with Cheek*, and Sherwood Fine, FEA economist and author of *Public Spending and Post War Economic Policy.*

* * *

New WHOM Programs

IN COOPERATION with the New Jersey State Agricultural College, WHOM Jersey City has started a weekly series of Italian and Polish-language programs on victory gardening and cultivating problems. The American Legion of Kings County, New York, also has started a weekly one-hour program on the station describing the services and activities of the Legion Posts in the Brooklyn area, highlighting their assistance to veterans of World War II.

* * *

Dayton Welcome

DEDICATED to Dayton newcomers, *Welcome Wagon*, new half-hour program heard over WING Dayton is sponsored by the *Journal-Herald* and brings talented new residents to the microphone. Program has presented such guests as Mayor Krebs, an Army chaplain and a Merchant Marine captain just back from the Pacific. Guests are interviewed and given prizes by Dayton merchants.

* * *

Historical Dramas

KASPER-GORDON Inc., Boston, producer of syndicated transcriptions, has released a new series of five-minute programs titled *Stand-By, America*, telling in dramatic form how America has met its problems in the past, to show how the nation can meet the problems of today. There are 225 programs in the series.

* * *

Edible Plants

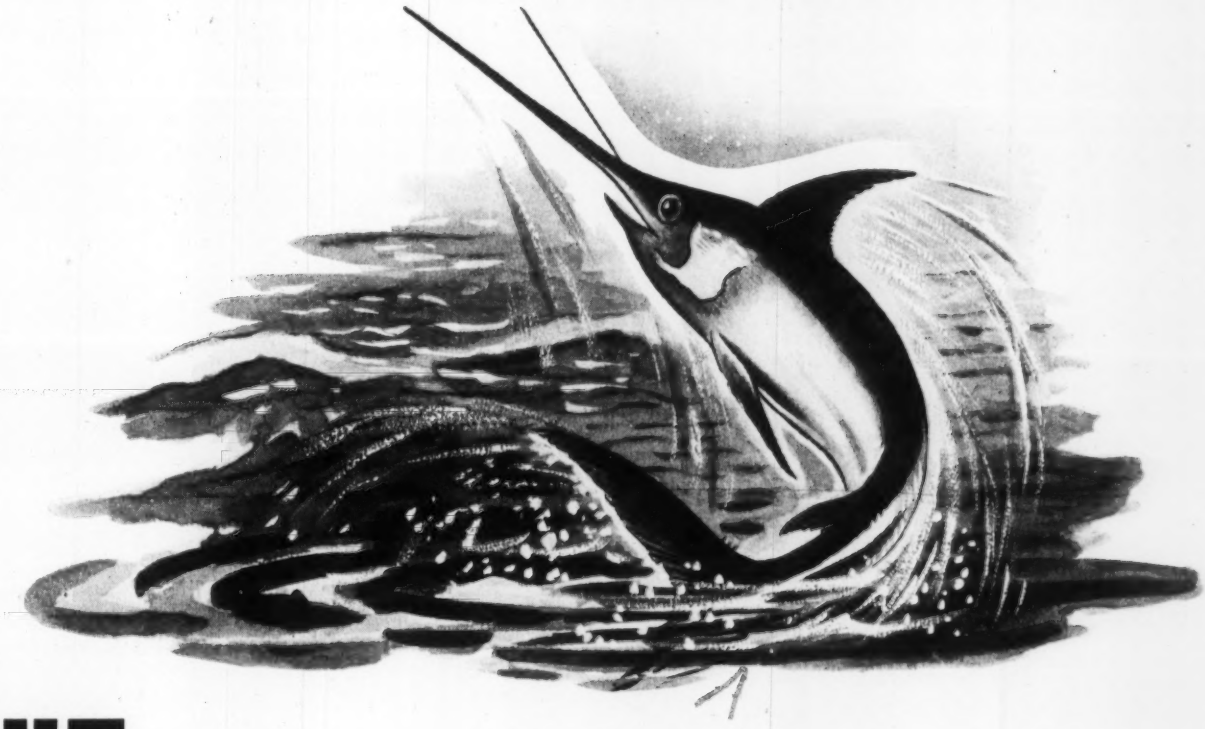
TALKS ON EDIBLE wild plants found in Canada were started May 1 as a weekly topic on the trans-Canada network of CBC. Wild greens, fruits and herbs, where they can be found, and how they should be prepared for food are discussed in the series. CBC has issued a folder on the subject in connection with the broadcasts.

* * *

About the Zoo

WORD PICTURE of the wonders to be found at the Philadelphia Zoo composed a new weekly program series on WIP Philadelphia called *Trip to the Zoo.* With narration from the studios and sound effects recorded at the zoo, program is especially designed for piping to the city's schools.

YOU MIGHT LAND AN 860-POUND SWORDFISH*



BUT—YOU'LL NEVER LAND WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Every time you go out for swordfish, there's at least a sportsman's chance of hitting the jackpot. But don't kid yourself that you have even a Chinaman's chance of hitting the *sales* jackpot in *all* Western Michigan, with *any* outside station!

It can't be done—*ever!* As a matter of fact, there's only one station, even *inside* Western Michigan, that can do the job for you. Take a look at the "box" at the left—then get in touch either with us, or with F&P!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 9:00 A.M. to 12 Noon, Monday through Friday:

9:00 A.M.-12 NOON

WKZO	45.8%
STATION B	13.9%
SIX OTHERS	35.4%
MISC.	4.9%

* W. E. S. Tuker did it on April 28, 1940!

WKZO 5000 Watts 590 KC CBS

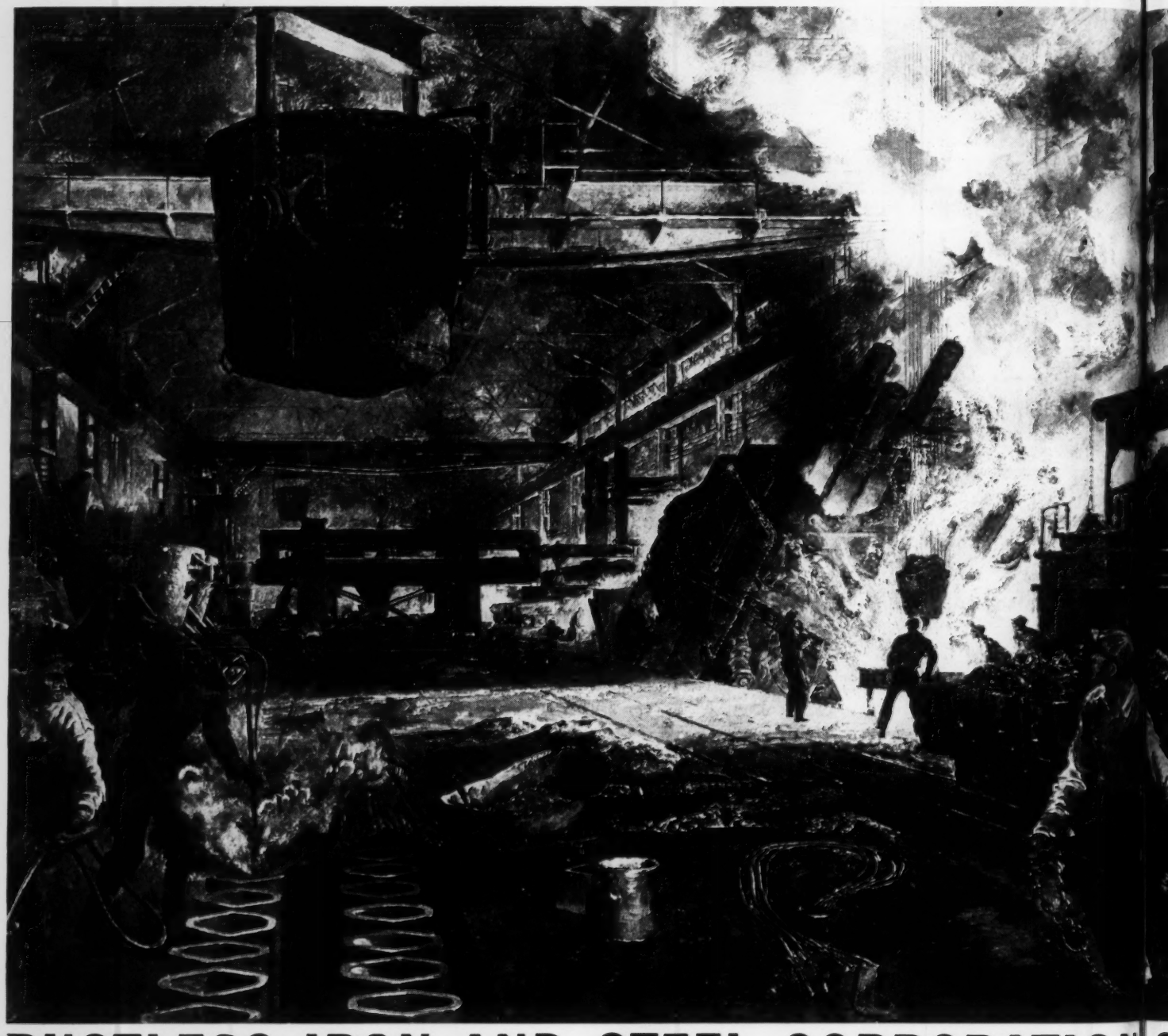
strongest selling force in Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

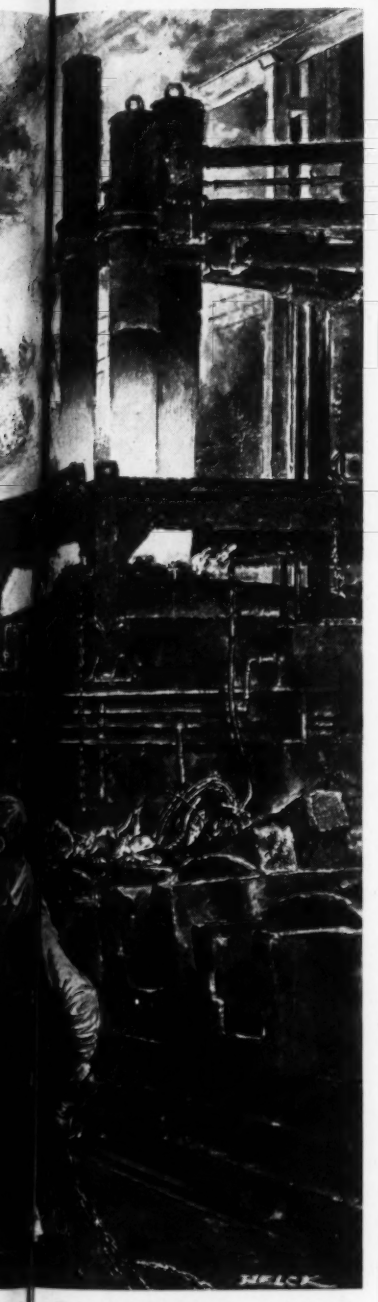
BALTIMORE: A GREAT
STEEL--MIRACLE ME



RUSTLESS IRON AND STEEL CORPORATION S
ABOUT ONE-FOURTH OF THE NATION'S STAINLES

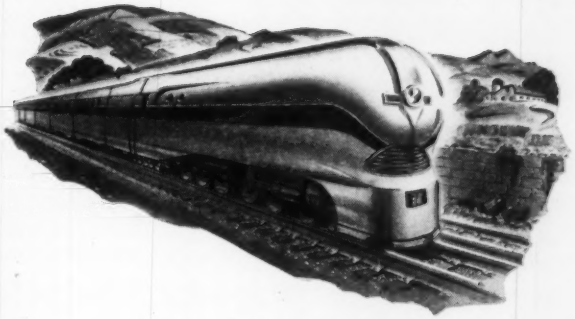
In the last three years, Rustless has tripled its output. Today its production is 100% for war--shipbuilding, automotive, aviation. Tomorrow, when these same industries have turned to peacetime pursuits, they will remain Rustless custmer lifted on stainless steel, new markets wi op appliances and many other fields. Rustless

ENTER FOR STAINLESS
TAL OF THE FUTURE



N SUPPLIES
LESS STEELS

ustomers. When restrictions are
s will open in architectural, home
Rustless is in Baltimore to stay.



Visions of the wonders of the post-war world lay heavy emphasis on stainless steel and the alloy metals. One of America's greatest producers of stainless steel is Rustless Iron and Steel Corporation. And also in Baltimore are Eastern Rolling Mills and Revere Copper and Brass (operating the world's largest magnesium sheet and strip mill) —so Baltimore's stake in alloy metals is a heavy one.

Yet important as these industries are, they represent only one of Baltimore's more-than-a-hundred diversified industries-all expanding steadily and healthily to make Baltimore the fastest growing big city in the East.

Make your advertising investment in one of America's great and growing markets. Baltimore's Number One advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO., Inc.

Editorial

Radio's Inspiration

PERHAPS unwittingly, newspaperdom paid a high tribute to radio the other day. The Bureau of Radio Advertising of the American Newspaper Publishers Assn. announced it would employ radio "presentation" methods in seeking to woo national business from radio, and retrieve its status as top national medium.

It was only a few years ago that radio borrowed generously from its printed word contemporary in selling and business methods. For radio isn't anything more than "audible journalism"—an electronic printing press accelerated a million-fold. Then too many newspapers regarded radio as a passing novelty that couldn't last—but a few wise publishers stuck to it and had occasion to see the radio tail wag the newspaper dog in the dark days of depression.

So radio doesn't begrudge newspaper adoption of radio methods. It's a real compliment. Radio has been a dynamic medium. It can stand stiffer competitive bidding for national business, if it has to.

Surveys—Government and public alike—have disclosed a ringing fact: radio is the primary news medium. It isn't the most complete and doesn't aspire to that role. The newspaper, by it's very nature, isn't as fast. But it provides a printed record, whereas present aural radio supplies only the spoken word. With facsimile, about which we hear all too little, it will be different.

Plenty of Business for Both

Herbert W. Moloney, vice-president of the American Assn. of Newspaper Representatives, told the ANPA audience that it is "adequately prepared for the media battle of the post-war years." And he told them that *radio presentation* methods are being employed.

Radio is prepared too. Exhibit A is the job done on retail department store advertising. Radio went in with the facts and came out with the business, for a substantial gain in a field that heretofore was practically out of reach. The fact is that radio originally adopted newspaper methods of selling, improved them, inveigled newspaper personnel to enter radio, and did the job. So the newspapers, in adopting radio tactics, really are readapting a vastly improved version of their own business methods. Again: radio is but an extension of the newspaper.

There's plenty of national business, we feel, for both newspapers and radio. Magazines too. For the post-war era will open up vast new opportunities for promotion. Newspapers today are limited by paper rationing. Radio always has been limited by the clock—there are only so many waking hours of the day. Even when there's plenty of newsprint and publications can add as many pages as they need for news and advertising, radio still will have only so many hours to sell.

So, radio welcomes the inspired newspaper competition coming up, using methods inspired by radio.

Take It, If You Can

JIMMY Petrillo bounces, gyrates, thumbs his nose and demands additional pounds of flesh. We jump with joy with the first pale semblance of a victory over the vanishing AFM leader because the National War Labor Board tossed aside his "make-work" strikes at WJJD and KSTP.

We didn't realize 'til now that there's another side to the story—from the other side. Maj. Frank E. Pellegrin, practical broadcaster, now with the Allied Force Headquarters in the Italian theatre, tells it from some foxhole or smouldering ruins over there. Here's his letter to us:

> Some bits of news filtering over here make soldiers so mad their ears flap! One of these is the item about $90 per week for able-bodied platter-turners, Petrillo model.
>
> Ninety bucks a week for a guy to sit on his platter and think how he can turn the scale up to a hundred and twenty!
>
> A friend from the States writes that you all are burning over there too—hot enough, I hope, so that it lights a fire under the industry. He asks if I can think up a gadget to handle platter-turning automatically. I can't, but if nobody else can either, here's a suggestion.
>
> A lot of good men are going home these days, medically discharged. The only thing wrong with some of them is that they may have a leg gone, or an arm, or both feet. So although they can't go back to carpentering or railroading or whatever they did before, they're very much okay upstairs. The soldier who could take a complicated Browning Automatic apart in the dark and put it back together again can figure out the intricacies, I'm sure, of whether the platter should be turned to the right or to the left.
>
> The Veterans' Administration is processing dozens of these good men every week. There is an office in every city. I think radio as an industry should make it widely known that such physically disabled veterans have first shot at any radio job they can handle, and they can handle a lot tougher ones than platter-turning. It wouldn't hurt the industry a bit to get that sort of reputation.
>
> If Petrillo's organization is too tough for the industry, and if (God forbid) that kind of regimentation is going to be the pattern of post-war America, then it's pretty obvious that the veterans' organization will be a rather potent outfit too. And the men with artificial arms, legs and eyes, and men who come to the meetings on crutches and canes, will be listened to attentively when they get up to say a word.
>
> When the chips are down, that word might well be in favor of radio.

If any broadcaster, after reading this, can restrain himself from reaching for the telephone and calling the nearest Veterans' Administration Office, he lacks the stuff of which true broadcasters are made.

And if any broadcaster can stomach further capitulation to the likes of Petrillo, he deserves the fate in store for him.

Price—Uncensored

FOLKS in radio, from the war's beginning, have felt that Byron Price deserved a medal for the job he had done in devising the voluntary censorship code for radio. He got it the other day in a special citation from the Pulitzer Award committee.

In these columns we've mentioned before what might have happened if censorship hadn't been handled judiciously. There hasn't been a single seriously untoward incident. Voluntarily censorship has worked because both the newspaper and radio codes were wisely conceived and administered. There has been no bombast nor bickering of the kind that has animated other Government agencies.

Our Respects To —

THEODORE ROOSEVELT WELLS CHURCH

REPUBLICAN committeemen, looking for a man to handle radio for the presidential campaign, agreed he must be a combination radio timebuyer, program director, production man, publicity expert and platter turner, in addition to knowing "what makes Sammy run" in politics.

The chorus that sang out, "Get Ted Church" was inevitable.

And so for the third time, Theodore Roosevelt Wells Church is the radio director of the Republican National Committee. Incidentally, the "Theodore Roosevelt" tag has long since become "Ted". The Roosevelt part was dropped doubtless around the time of Mr. Church's first Republican campaign, in 1936.

Being a man of considerable imagination, he has been responsible for innovations hailed by broadcasters as some of the most original thinking ever to enter the political radio picture. One of these untried ideas was appointing an agency to handle time-buying.

The GOP couldn't have selected a more dyed-in-the-wool American than Ted Church. His grandmother was a full-blooded Chippewa Indian, Rosalie Le Sage. She was a maid in the family household, "and a very remarkable woman," according to her grandson. Grandfather must have agreed, for he married her despite parental disapproval, and moved to isolated Drummond Island in northern Michigan, bordering Canada.

Two generations of Churches were raised on Drummond. Ted Church was born there, Nov. 3, 1901, and it wasn't until he was 13 that "father bought me a pair of shoes and took me to the big city". The boy saw his first electric lights, telephones, street cars, and the early radio sets in Cleveland.

Despite the seclusion of Drummond Island, Ted Church had been in touch with news of the world through his school teacher mother and a father who was a fresh-water sailor.

He went to grammar school and to West Technical High School. The 1919 W. T. H. S. class ring is still on his finger. At the Case School of Applied Science he was, quote "a complete failure". The fact that he was working on the side as a Western Union messenger and a news boy probably accounts for his impeded school progress.

But undaunted, Ted Church enrolled at the U. of Michigan and stayed there a year. Then he sold more papers, and eventually went to the Cleveland Illuminating Co., where he gained some useful knowledge about circuits and voltage and technical vernacular. "It has really come in handy," he says. "I

(*Continued on page 38*)

PIPE DREAMS
. . . come true

In working with the designers and builders of Milwaukee's Ultra-Modern Radio City, WMFM engineers realized the tremendous challenge facing them. Here was a rare opportunity to fully exploit the inherent advantages of Frequency Modulation broadcasting.

Careful, deliberate planning went so far as developing a special custom built organ. The acoustics, the elaborate organ chamber (partially shown above), the placement, all were adapted to the wide range and crystal clear tones of FM. Even the special organ pipes were a product of research . . . literally a pipe dream come true.

Today WMFM listeners are reaping the benefits of this planning. The thousands of Wisconsin families that regularly enjoy WMFM programs are absorbed by their depth, clarity and realism.

However, there are more than mechanical reasons for WMFM listener loyalty. The WMFM schedule is a balanced menu of *distinctive, quality programs, keyed to the wants and needs of the community.*

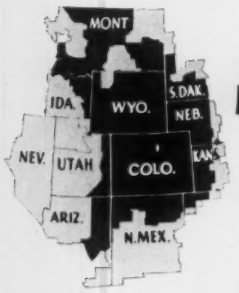
In planning your fall radio campaigns, include WMFM . . . one of America's leading FM stations.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

Even if blindfolded smart time buyers would point to KOA as the outstanding radio time buy in the Denver Market.



They know that:
Few stations in the nation can equal KOA's dominance in:

Power (50,000 Watts)
NBC Programs (9 out of top 10)
Coverage (Parts of 7 states)
***Listener Loyalty** (69%)
****Dealer Preference** (68.8%)

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to—

(Continued from page 36)

can give the double talk right back at the engineers. And it was good to be able to understand what was going on, and help iron out some kinks when engineers set up the PA system and the radio lines in Convention Hall during the 1940 convention."

While at the Illuminating Co., Ted happened to overhear a conversation from an open telephone booth in a cafe one night. A man was vividly describing a murder just committed. Ted listened with both ears. Fascinated, he turned to the man with him and asked, "Who is he?" He found the man on the phone was a newspaper reporter.

"That's for me," Ted Church decided on the spot.

With CBS in Washington

The *Cleveland Press* was the start of his newspaper career. From there he worked on papers in Chicago, Youngstown, Cincinnati, New York. In New York he joined UP and in 1929 was promoted to the Washington office. He prides himself on holding the record for consecutive $5 raises at UP. In nine months his salary rose painfully from $35 to $55—$5 at a time.

Ted moved from UP to the *New York Herald Tribune* Washington bureau. Then in May 1931 became Washington director of publicity with CBS. He worked under Harry C. Butcher, CBS vice-president, now Comdr. Butcher, and in Mr. Church's opinion "one of the most able broadcasters in the country". Then he joined the Republican National Committee in Chicago as radio director for the 1936 campaign.

The convention behind him, Mr. Church turned back to radio, going to NBC New York in the Press Section. A while later he went to the Blue publicity dept., and was on the *Magic Key* program committee of RCA, composed of some of the sharpest minds in broadcasting.

His work with the *Magic Key* convinced Ted Collins, Kate Smith's manager, that here was a man with original ideas, so he asked Ted Church to work with him on the Kate Smith program. Abbott & Costello was one of the acts he "discovered" for the show.

Among others whom Ted Church has started on a radio career are Bob Trout and Norman Corwin. Corwin inscribed his latest, *16 by Corwin*, with a message on the flyleaf, "To Ted Church—another small payment on a debt".

In 1938, just 24 hours after he arrived in Washington after leaving his position with Ted Collins, Mr. Church received another call from the Republican National Committee. They wanted him as radio director again. He went through the 1938 and 1940 campaigns "winding up after the convention, for the first time in the history of radio and politics with all bills paid," he says. "I'm proud of that."

Also for the first time, a national advertising agency was utilized for the campaign's radio schedule. Tom Luckenbill and A. K. Spencer with the J. Walter Thompson Co. handled the account, working closely with Mr. Church.

Many of Ted Church's ideas—completely new to the political use of radio—never had a chance to get into action during the 1940 campaign, but they are beginning to see the light now. And his two past campaigns have gained for him an invaluable experience already being used in present committee plans.

Has Definite Plans

He stayed with the GOP until Aug. 1, 1941, when Edward R. Murrow, CBS London correspondent requested him as advisor to the BBC for its North American Service.

His assignment in England completed, the versatile Church returned to the U. S. to take a position with the Coordinator of Inter-American Affairs, as radio program director.

Again the election year rose its head, and with it came the request once again for Ted Church to head the Republican National Committee radio division.

Mr. Church is approaching this campaign with a definite plan. The course he has charted includes, first, use of an agency to work with the committee. Second, he wants program information centers established west of the Mississippi, perhaps in Denver or Hollywood, to inform those voters of the who, when and where of political speeches. Third, Mr. Church has mapped a network, regional and individual station coverage of borderline areas, designed to plug hard the states heretofore rather evenly divided politically. Fourth, for the "holes in network coverage", he plans to send unaffiliated stations records of important political events that could not reach the location otherwise.

True to form, it was a political convention that brought Ted Church and the present Mrs. Church together. She is the former Margaret Hedgcock, whom he met at Washington GOP headquarters in 1938. They were married in St. Petersburg, Fla. There are two young Churches, Jim Wells, 14, by a former marriage, and Robert Wells, 3, all living at the Church home near Washington.

What the cards hold for Ted Church after the convention winds up is a matter of conjecture. But sometime, somewhere there will inevitably be a big job in radio for a man with a thoroughly fresh approach, an open, unafraid mind that enjoys tackling problems tried and rejected by others. The man for that job is Ted Church.

WE Promotes Collins

D. C. COLLINS on May 1 assumed his new duties as manager of Western Electric's Electrical Research Products Division. He formerly was eastern manager of the firm. In accepting his new position, Mr. Collins stated that WE engineering facilities were being devoted to development of equipment vital to the war effort and at the end of hostilities results of this research would be turned to peacetime manufacture beneficial to the motion picture industry. The company is aware of motion picture industry's interest in television and here again developments during wartime should aid materially in the utilization of television and in its adaptation to the entertainment field, he added.

PORTRAIT OF A MAN LISTENING TO WHN

This man is listening to WHN. To "Music To Read By". It's late . . . after midnight . . . and, relaxed and at ease, he reads with the strains of soft, soothing music as a background.

For a full hour every night, recorded soft music *without words* is the program WHN has specially designed for its listeners..."Music To Read By."

Because "Music To Read By" is so popular . . . and has been for over 7 years . . . the Pulse of New York recently made a special survey from midnight to 1 A.M. And found: *29% of all the radio sets turned on during that hour are tuned to 1050 one or more times each week* . . . more than to any other station (except two, to whom we humbly bow).

Yes, "Music To Read By" will soothe the brow and dissipate the cares of the right sponsor!

WHN
NEW YORK
1050
50,000

50,000 WATTS IN THE NATION'S No. 1 MARKET!

Represented by
RAMBEAU

"Plug Kendrick says:

We're now
BASIC BLUE!

RESULTS for Advertisers Is the ANSWER!

For Availabilities write, wire or call

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Personal NOTES

J. HAROLD RYAN, president of the NAB, was indisposed last week, and has cancelled his scheduled address before the Institute for Education by Radio in Columbus. He suffered a mild recurrance of a stomach ailment, but expected to return to his office this week.

RALPH HATCHER, formerly with the Overseas branch of OWI, has joined the CBS station relations department and will operate from the Chicago network office. Before his association with the OWI, Mr. Hatcher was in the sales and sales promotion departments of WTAR Norfolk, Va.

MAURICE M. BOYD, former manager of the NBC Central Division local and spot sales department, has been promoted to the rank of major in the Army.

HARLAND OHDE, resident manager of KSJB Jamestown, N.D., for the past several years, has been appointed vice-president of the Jamestown Broadcasting Co., licensee of the station.

JAMES D. SHOUSE, vice-president of the Crosby Corp. and the general manager of WLW-WSAI Cincinnati, addressed the St. Louis Advertisers' Club on May 2 on "Britannia Rules the Waves," based on observations he gathered on a recent trip to Great Britain.

A. L. BUDLONG, chief of the Frequency Section, U. S. Coast Guard Communications, on May 2 was promoted from lieutenant to lieutenant commander and will continue at headquarters in Washington. On leave as assistant secretary of the American Radio Relay League, Comdr. Budlong was commissioned in the Coast Guard Reserve in September 1942.

ED HALE, formerly of the Blue Network, Chicago, has been appointed to the sales staff of WCKY Cincinnati. Mr. Hale is a native of Fort Wayne, Ind.

WILLIAM HATTON, former manager of the telephone division, Federal Tel. and Radio Corp., has been elected vice-president of the International Standard Electric Corp., manufacturing affiliate of IT&T.

JIM KEENAN, WBBM Chicago salesman, is the father of a boy.

FROM APPRENTICE SEAMAN to lieutenant commander supervising assignments of gunners aboard freighters, tankers and transports in two years is the record of Clement W. Young (r) former commercial manager of KOWH Omaha. Comdr. Young is congratulated on his promotion by Comdr. William J. Coakley.

NEVILLE MILLER, former president of the NAB, is understood to have rejected proposals that he run for political office in his home state of Kentucky in the forthcoming elections. A former mayor of Louisville, he has not announced future plans. Mr. Miller still maintains his residence in Washington.

BYRON PRICE, Director of Censorship, on leave from his post as Executive Director of the Associated Press, was awarded a special Pulitzer citation last week for his creation and administration of the newspaper and radio voluntary censorship codes. There were no awards directly relating to radio.

J. KELLEY SMITH, WBBM Chicago sales manager, is the father of a boy.

ED WOOD, Mutual general sales manager, last Friday addressed the New Orleans Advertising Club on "What Radio Can Do for New Orleans."

IRWIN A. SHANE, director of the Television Workshop, New York television program producer, has been named television consultant to Arkwright Inc., New York syndicate serving 200 department stores for which Mr. Shane will interview equipment manufacturers on the video requirements of department stores.

London Censorship Post Appointment to Manship

APPOINTMENT of Charles P. Manship Sr., publisher of newspapers in Baton Rouge, La., which own WJBO and WBRL (FM), as London representative of the Office of Censorship was announced last Tuesday by Director Byron Price. Mr. Manship, who takes up his duties within the next month, succeeds John S. Knight of the Knight Newspapers, who has returned to active management of his properties in Akron, Miami and Detroit, after a year's service with Censorship.

Mr. Manship, 63, is president of the Capital City Press, which publishes the *Baton Rouge* (La.) *Advocate* and the *State-Times*. He is a former president of the Southern Newspaper Publishers Assn. In his new post he will work with the British Postal and Telegraphic Censorship Dept. and with the British Ministry of Information, the latter on press and radio censorship. Mr. Manship's son, Charles P. Jr., manager of the radio stations for the last two years, has been on active duty with the Navy.

GEORGE C. BIGGAR, assistant to the vice-president in charge of employe relations of WLW-WSAI Cincinnati, has been accepted as a member of the Twenty-Year Club, of which H. V. Kaltenborn is founder. Mr. Biggar is the third from the Crosley stations to be admitted to membership, the others being Powel Crosley Jr., president of the Crosley Corp., and William Stoess, conductor of the WLW-WSAI musical staff.

E. E. HILL, managing director of WTAG Worcester, Mass., addressed a post-war forum at the Worcester YMCA May 1 on "Future Service and Equipment in the Radio Field."

CLYDE F. COOMBS, vice-president and general manager of KARM Fresno, Cal., has been elected president of the Fresno Rotary Club.

J. W. DIETZ, industrial relations manager of Western Electric Co.'s manufacturing department, on leave with the Government, has been awarded an honorary degree of doctor of engineering by Purdue U. "in recognition of his distinctive leadership in the establishment of better industrial relations through training, supervision and mutual understanding".

GEORGE D. TONS, division manager of the Andrew Jergens Co., Cincinnati, for the last three years, has joined the sales staff of KDKA Pittsburgh. He succeeds James F. Murray who resigned to become sales promotion manager of WJZ New York.

TEST YOUR KNOWLEDGE OF PANAMA

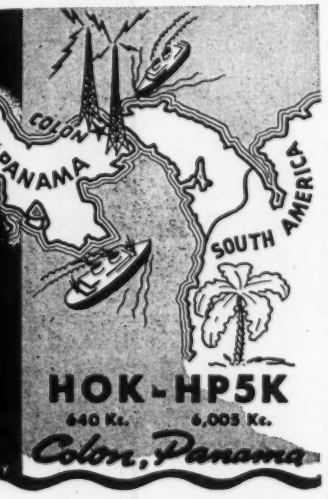
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

5000 WATTS 1330 KC
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

ESTABLISHED
APRIL 2, 1923

WOW STARTS ITS 22nd YEAR—

Still leading the Field

Two new steps forward puts WOW still further ahead in service to radio listeners—and advertisers:

1. NEWS

WOW has added ASSOCIATED PRESS WIRE SERVICE to its already first-rate news coverage. (Full United Press and Chicago Daily News Foreign Service.)

2. TELEVISION

WOW is the first station in this area to apply for a Television License. It seeks a Number One Channel, so it can lead in television as it has on 590 KC in aural broadcasting.

Both of these are FORWARD STEPS which show the alertness of WOW's management. WOW is determined to *stay* "ahead of the field".

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

For intensive coverage

of the "heartland"

USE **kglo**

Utility Co. Airs

2625

Consecutive Newscasts

THAT'S OUR RECORD for *one* satisfied sponsor, the Peoples Gas and Electric Company. Since 1937 listeners have followed its "News of the Nation" each evening. The results are shown by friendly consumer relations . . . and increased sales. KGLO did it for "Peoples Gas" and *we can do it for you.* Sign up now and dip into the responsive and—

Rich "Pork Barrel" Market

"Heartland" farmers are working and spending towards their greatest production year . . . while thousands of workers are steadily employed in the meat packing plants, hemp mills, corn processing, soybean and sugar beet plants. All have MORE TO SPEND than ever before.

Dip into

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

BEHIND the MIKE

GORDON LEWIS, formerly chief announcer of WHAI Greenefield, Mass., is now musical director and news editor of WKNE Keene, N.H. He is replaced at WHAI by Ross Miller. Charles Schon, formerly with WHAI, has returned to the station.

BILL MacDONALD, farm service editor of KFAB Lincoln, Neb., has been elected director of the Nebraska Grain Improvement Assn. for the current year.

BOB WATSON and Gordon Stevens have been added to the announcing staff of WSB Atlanta.

LEE LEONARD, formerly of WJW Cleveland, has recovered from a throat operation and has joined the announcing staff of WFMJ Youngstown, O.

LUBA DRAKE of KNX Hollywood script staff and Albert Kurland, Coast Guard, were married April 23.

MARIELLEN NENZEL, traffic manager of KOH Reno, Nev., has joined the WAVES and is training at Hunter College, New York. Fay Ball, formerly of WIS Columbia, S. C., and more recently of Morse International, New York, has taken her place.

HILL ARMFIELD, new to radio, has joined KFBK Sacramento, Cal. as announcer on the midnight-dawn shift.

JOE KIRK, writer on the NBC *Abbott & Costello Show*, and Marie Cristillo, sister of Lou Costello, are to be married June 21.

MATHILDE ERNESTINE, free lance publicity and continuity writer, has been named to handle publicity for WIND and WJJD Chicago.

WILLIAM BREWER, NBC Chicago program traffic department member, was inducted into the Army, April 28. He is succeeded by Clarence Heider, mail and messenger supervisor at NBC Chicago.

RUTH FOXX, of the program department, WFIL Philadelphia, and David Sidney Newburg, technician at RCA-Victor, Camden, N. J., were married last week.

PAUL WARREN, former FM announcer in Philadelphia, has been added to the announcing staff of WPEN.

JEFF SCOTT, former announcer of WIP Philadelphia, enters the Marine Aviation Ground Service May 13 as a private.

BILL MARKWARD, announcer of WCAM Camden, N. J. and radio commentator for the *Philadelphia Daily News* on WPEN Philadelphia, has been named managing director of the bureau of broadcasting for the city-owned WCAM, in Camden. He has been with the station nine years.

ALBERT GROBE, chief announcer of WQXR New York, is the father of a boy.

MALCOLM CHILD, announcer, formerly of WLIB, WBYN Brooklyn and WEVD New York, is now with WQXR New York.

DOROTHY BAXTER, former editor of Matam Corp.'s house organ, has joined the program department of WOR New York as continuity acceptance editor, replacing Charles Drake, resigned.

COMMEMORATING COMPLETION of 20 years of broadcasting, Charles P. Shoffner, (r) farm program director of WCAU Philadelphia, has been proclaimed "dean of farm broadcasters" by officials of U. S. Dept. of Agriculture. Participating in the program for the occasion are (l to r): Prof. W. F. Knowles, Rutgers U. agricultural school extension service; Dr. Leon Levy, president of WCAU.

BRUCE D. EAGON, former WOAI San Antonio announcer, is a new member of the KRLD Dallas announcing staff.

LEWIS NORDYKE, former farm and news announcer of KGNC Amarillo, Tex., has been appointed associate editor of *Country Gentleman*, Philadelphia.

HARTLEY SAMUELS, formerly promotion director of WHN New York and previously in a similar post at WOV New York, has joined NBC's advertising department to handle program promotion.

CECIL BROWN, Mutual-WOR New York news commentator, has been made an honorary member of the Tin Fish Club by the U.S. Maritime Service. He was bombed while serving as war correspondent aboard the *Repulse*.

LT. JOHNNIE ANSPACHER, former night editor of WOR New York, is back home for a brief furlough after serving on the Italian front and in North Africa. He was commissioned in the field.

JEFF SPARKS, former announcer of WABC New York, is conducting servicemen on sightseeing tours in Chungking as a member of the American Red Cross staff.

WELLS F. BRUEN succeeds Margaret Dodson as promotion director of WCKY Cincinnati. For the past two years in the branch office of a Government war agency in Miami, Fla., Mr. Bruen was formerly associated wiath Paramount Theatres in Miami, engaged in publicity and advertising work.

DAISY JOHNSON, continuity writer of KOY Phoenix, has resigned. Her duties have been assumed by Zerita Ecklund.

NORMAN BROKENSHIRE, announcer of WBYN Brooklyn, last week was seriously injured as result of a fall, which will keep him in the hospital for sometime.

SEYMOUR SEGAL, program director of WNYC New York, on leave for service at sea with the Navy, has been promoted from lieutenant to lieutenant commander.

BILL STERN, NBC sports director, and Clem McCarthy will broadcast on May 20 and May 27 the Withers and Coaching Club horse races from Belmont Park, New York.

DINNEEN PALLBEARER

Requiem for Boston Prelate Aired on Yankee

JOSEPH F. DINNEEN, WORL Boston commentator, was one of the honorary pallbearers at the funeral of the prelate of the Boston Archdiocese, His Eminence, the late William Cardinal O'Connell. Mr. Dinneen accompanied Cardinal O'Connell on several trips to Rome and wrote the book *Pius XII, Pope of Peace.* Sponsored by Royal Crown Cola, Joseph Dinneen is on WORL five days weekly, 5-5:15 p. m.

Services for the late Cardinal were broadcast on WNAC Boston and the full Yankee network. The Rev. Michael J. Ahern, S.J., conductor of the *Catholic Truth Period* under Cardinal O'Connell's direction on Yankee for 15 years, was narrator of the Pontifical Requiem Mass.

ROY DRUSHALL, freelance announcer, has joined the staff of the Blue, Hollywood, replacing Walter Arnold, now in the Army. Harry Walstrum, formerly chief announcer of KMTR Hollywood, is with the Blue as summer relief announcer.

HELEN BAUGHMAN, member of the continuity staff of WCAE Pittsburgh, has enlisted in the WAVES.

WILLIAM SOUDER, former WCCO Minneapolis production department transcription chief, has joined the announcing staff of the station.

GENE NORMAN, former announcer of KGO San Francisco, has joined KFWB Hollywood.

DOROTHY OGDEN has resigned as assistant news editor of WIP Philadelphia.

MILTON BRAME, former radio engineer, is a new announcer at WHBQ Memphis. Connie Mathews has joined the traffic department, succeeding Frances Foss.

GEORGE CIROTTO, former salesman and farm editor for KSAL Salina, Kan., has joined the announcing staff of KMBC Kansas City.

WALDO MAYO, former musical director for WLIB Brooklyn, N.Y., has returned to the station as program editor after a three months illness. Eddy Brown is the new musical director.

MARY DALY, stage-screen and radio actress, has been appointed program director of WINS New York.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

DINAH SHORE originates at KNX

...so does POTLUCK PARTY!

The Billboard's poll of radio editors says, "Dinah Shore is radio's leading female vocalist" . . . Radio Daily's poll calls her the favorite female singer of popular songs. A double-winner, every Thursday night, she captivates a nation-wide audience of sentimentalists —millions of them—with the charm and allure of her flawless voice.

Flawless, too, is her show, as it ripples from song to laughter. Equally flawless is the smooth, swift KNX-CBS production that can so skillfully translate a colorless program blueprint into a finished masterpiece of actual showmanship.

It's the *same* KNX experience and skill, the *same* subtle KNX handling, the *same* KNX studio facilities and expert engineering, that produce the contrasting and totally wacky *Potluck Party* heard over KNX every weekday afternoon. Comedian Jack Bailey strings a group of participations along a sputtering fuse of high jinks. A 17-piece orchestra plays them on with a flourish. And it comes out fun for thousands of Southern California housewives.

They listen. *They buy.* Every participation gets a custom-made build-up, every sponsor sports a happy smile. Talented showmanship—the KNX touch—does it. Plus network standards and facilities that keep *Potluck Party* at an entertainment peak. Sometimes there's a *Potluck* spot open. It might be wise to talk now with us or Radio Sales about saving the next one for you.

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED
CBS

Columbia's Station for All Southern California

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

"Billboards, Car Cards, Newspapers—everywhere you look in Atlanta—you see WAGA!"

Agencies

REN KRAFT, former sales executive of NBC, has joined the executive staff of Roy S. Durstine Inc., New York. During the past 15 years Mr. Kraft has been on the advertising and sales staff of the Crowell-Collier Publishing Co. and the McCall Corp. in New York, as well as NBC.

CARTER-OWENS Adv., Kansas City, has been named by the War Manpower Commission as volunteer task force agency for the Greater Kansas City area.

WILLIAM J. SHINE, formerly regional price executive for the Office of Price Administration, New York, is a new account executive with Pedlar, Ryan & Lusk, New York.

BLAISDELL PENCIL Co., Philadelphia, has appointed Richard A. Foley Adv., Philadelphia, to handle advertising campaign for the new "Nick and Pool" paper pencil, and the Ben Franklin line of wood pencils.

JOSEPH ARMSTRONG, formerly in charge of the creative department of Wendell P. Colton Co., New York, has joined the creative staff of McCann-Erickson, New York.

HENRY W. DOYLE, formerly with the Libby-Owens-Ford Glass Co., has joined Dancer, Fitzgerald & Sample, New York, in an executive capacity.

FREDERICK H. HENNING has discontinued his San Francisco agency and has joined the Garfield & Guild organization as vice-president.

Werner to Consolidated

JAMES J. WERNER, has been appointed to the staff of Nebraska Consolidated Mills Co., Omaha, in charge of advertising, promotion and merchandising of packaged goods. He formerly was associated with Miller Cereal Mills of Omaha for 14 years, where he was director of advertising and manager of the cereal sales department until the firm was purchased by the Kellogg Co. last summer. Mr. Werner continued with the Kellogg Co., assisting in reorganization work, until leaving to join Nebraska Consolidated Mills Co.

Mr. Werner

WERTHEIM ADV. ASSOC., formerly known as the Edward L. Wertheim Adv. Service Agency, has moved from 151 W. 40 St. to 11 W. 42 St., New York. Telephone number remains Wisconsin 7-5978.

RALEIGH HAYDEN, former radio director of Mestro & Godoy, Havana advertising agency, has joined the National Export Adv. Service, New York, in an executive capacity. He will handle the Carter Products Inc. and the Quaker Oats Co. accounts.

HOWARD W. CHENEY, former advertising and sales promotion manager of Lockheed Aircraft Corp., Burbank, Cal., has been appointed assistant to R. S. Macmillan, president of Macmillan Petroleum Corp., Los Angeles.

THE NEW LEADER, New York (publication), has appointed Arthur Rosenberg Co., New York, as advertising representative. Plans are said to include radio.

RALPH EKSTAM, former copywriter of Monroe F. Dreher Inc. and Young & Rubicam, New York, has joined the copy staff of J. M. Mathes Inc., New York.

RENE PEPIN, former director of the merchandising research department of the new products of Vic Chemical Co., New York, has been appointed associate director of research of McCann-Erickson, New York.

Coca-Cola Advertising Under Coste Supervision

FELIX W. COSTE, vice-president and New York regional sales manager of the fountain sales division, Coca-Cola Co., Atlanta, has been named vice-president in charge of all advertising of the company with headquarters in New York. Hunter Bell continues as manager of the advertising department, with headquarters in Atlanta. Mr. Coste was associated with D'Arcy Adv. for 27 years before joining the Coca-Cola Co. in September 1942. At that time he was serving as vice-president in charge of the New York office of the agency.

HUDSON Pulp & Paper Corp., New York has appointed Duane Jones Co., New York, to handle advertising for its household paper products. Newspaper and spot radio campaign in the eastern seaboard area starts around June 1. Broadcasting schedule will consist of news programs on stations in New York, Philadelphia, Baltimore and Washington. Firm has already signed for thrice-weekly sponsorship of Henry Gladstone on WOR New York.

THORPE E. WRIGHT, advertising executive for the past 22 years with Link Belt Co., Chicago, has joined the copy staff of Erwin, Wasey & Co., Chicago.

BOWMAN KREER, for eight years a copywriter with J. Walter Thompson Co., Chicago, and agency producer and writer for the past two years of the Blue Network's *Breakfast Club* program, reports for officer's training as a lieutenant, USMC, with the May 31 class at Quantico.

HAROLD W. GARTHE, former advertising manager of the Cardox Corp., Chicago, and divisional advertising sales manager of Sears, Roebuck & Co., Chicago, has joined Phil Gordon Adv., Chicago, as a market analyst and copywriter.

THE SURETY Adv. Co. has moved to 232 Madison Ave. from 280 Madison Ave., New York. Telephone number remains the same, Murray Hill 3-6336.

L. J. DuMAHAUT Adv., Detroit, has moved its offices to 1816 David Stott Bldg., Detroit.

ARTHUR BRASHEARS, formerly of the Bureau of Advertising, ANPA, has joined Walter M. Swertfager Co., New York, in an executive capacity.

TREESWEET PRODUCTS Co., Santa Ana, Cal. (canned grapefruit juice), has appointed Erwin, Wasey & Co., San Francisco, to handle its advertising.

JOHN H. SHELDON, former assistant advertising manager of Hiram Walker Inc., Detroit, has joined the copy department of Geyer, Cornell & Newell, New York.

"Stand By, America!"

THE PROGRAM EVERY AMERICAN WANTS TO HEAR!

225 Transcribed 5-Minute Successful Programs

"Stand By, AMERICA" is a new slant on how everyday folks helped to build this mighty nation. It's the story of AMERICA—told in the powerful, action-packed language of today. It's history come to life!

•

"Yes, *they* solved their problems, then — just as *we* will solve our problem, now! That's the AMERICAN WAY! — that's the RIGHT way! STAND BY AMERICA — AND AMERICA WILL STAND BY YOU!"

Write or Wire for Audition Samples and Costs

KASPER-GORDON, INC.

141 BOYLSTON STREET . . . . . BOSTON

One of the Country's Largest Producers and Distributors of Successful Syndicated Programs

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeasterr. Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

An all-star cast of newscasters and commentators! Roy Neal, Bob Knox and Fred Knight, hitting the air with Associated Press Dispatches 14 times a day—including a **solid hour of news,** the Radio Newsreel of the Air, seven nights a week from 11 P.M. 'til Midnight! And radio's Town Crier, Ham Dalton with his forthright, intelligent analysis of the news.

Star-studded sportscasting! Byrum Saam doing play-by-play of the A's and Phillies home games from Shibe Park. Sam Taub covering big time boxing. And Franny Murray, the only sportscaster in Philadelphia who has actively participated in Professional and Collegiate Football and Basketball (he's a former All-American from the University of Pennsylvania,)—and who has been active in baseball and track and field events. Philadelphia sportswriters rate him "tops"—Red Smith of the Philadelphia Record writes, "Franny Murray's broadcasts . . . constitute one of the finest jobs of sports reporting this town has enjoyed."

Doug Arthur's Danceland Programs are tops with Philadelphians—and this Platter Jockey "De Luxe" has the biggest following in town by a country mile. Eric Wilkinson and his Musicians, too, keep the airways busy with tuneful offerings all through the day and evening.

In short—WIBG knows what listeners want, and WIBG sees that they get it. Result—listeners stay tuned to WIBG and respond to WIBG's Advertising Messages. Try it for your client—see how Radio's "Big 3" does a selling job at WIBG—the All-Star Station!

Philadelphia's Baseball Station

WIBG

10,000 WATTS • 990 KILOCYCLES

SPOT SALES, INC. — **NATIONAL REPRESENTATIVES**

Miss Kathryn Hardig
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Kathryn:

Kids are playing marbles . . . girls are skipping rope . . . birds are building nests . . . city folks are planting gardens! It's easy to see that spring has come to Charleston. And with those kind of goings-on, who wants to talk about radio!

I know a spot where a little stream gurgles and twists around the mountain. It's as pretty as a picture, and they say it's good for trout. Guess I'll substitute my broom with a rod and reel and head for it right now. Sorry I haven't time to talk about this station, but then that's what we've got the Branham boys for.

Regards,

yours,

Algy

WCHS
Charleston, W. Va.

JOHN REBER, vice-president in charge of radio for J. Walter Thompson Co., New York, currently is in Hollywood to look over possible network summer replacement shows for clients of that agency.

ROSSER REEVES and Clinton Ferris, of the copy department of Ted Bates Inc., New York, have been elected vice-presidents.

EDWIN P. GERTH, president of Gerth-Pacific Adv., San Francisco and Los Angeles, has been appointed lecturer in journalism at Stanford U. for the spring quarter. Mr. Gerth has charge of the course, "Procedures in Advertising".

ALFRED ROONEY, formerly associated with New York and Washington advertising agencies and more recently with the War Production Board, has joined Dan B. Miner Co., Los Angeles, as account executive.

JEAN PHILLIPS, radio timebuyer of Dan B. Miner Co., Los Angeles, has resigned to freelance as writer. Dolly Parisia, formerly in the Los Angeles Red Cross military and naval welfare service department, has taken over the agency assignment.

EARL SHAW Jr. has joined the copy and production department of Darwin H. Clark Adv., Los Angeles.

LT. BURNS LEE, formerly in the publicity department of Benton & Bowles, New York, has been assigned as public relations officer with the Fifth Marine division and currently is in training at Camp Pendleton, Cal.

TOM J. MONTGOMERY, formerly account executive with Byrne Adv., Chicago, has joined Ross Llewellyn Co., Chicago, in the same capacity.

IN THE TAPROOM of the Wiedemann Brewery, Newport, Ky., officials of the brewng company entertained executives of WLW Cincinnati and Strauchen & McKim Adv., Cincinnati agency servicing the account, in celebration of four years of Wiedemann spot announcements on WLW. Celebrants are (l to r): Harry Mason Smith, WLW general sales manager; Gordon F. McKim Jr., partner in Strauchen & McKim; Ardeane Heiskell, agency radio director; Tracy Balcom Jr., president, Wiedemann Brewing Co. and host; James E. Wiedemann sales manager; Rose Rennekamp, advertising manager; E. R. Strauchen Agency, partner.

Carroll's Duties Grow

CARROLL CARROLL, chief writer of J. Walter Thompson Co. of *Kraft Music Hall* and *Bob Crosby & Co.*, on NBC stations, has been given additional duties of editorial supervisor of all programs produced by that agency in Hollywood, according to Daniel Danker, vice-president. Production of the two shows has been split, Bob Brewster continuing to produce *Kraft Music Hall* and Al Rinker assigned to *Bob Crosby & Co.* (Old Gold cigarettes).

Chernow Open Agency

SAM CHERNOW has resigned as vice-president and account executive of Lester Harrison Assoc., New York, to set up his own agency The Chernow Co., in the Empire State Building, New York. Irving Weisfeld, spacebuyer and production manager of Lester Harrison Assoc., serves in a similar capacity with the new agency, which will specialize in the women's fashion field. Firm is said to be "radio-minded".

JEAN SACKS, formerly fashion advertising manager of Famous-Barr Co., St. Louis, has been appointed fashion account executive of Olian Adv., St. Louis.

DAVID CATTON, formerly of the production staff of CBR Vancouver, has joined Cockfield Brown & Co., Vancouver, as radio director.

LEWIS LODIN, former head of the copy staff of Brisacher, Van Norden & Staff, New York, is a new member of Benton & Bowles, New York, copy staff.

LT. LEWIS (Pat) PATTERSON, former West Coast publicity director of Benton & Bowles and now in the Army, is currently stationed in the Burma war theatre.

MAJ. FRANK HEALEY, former Hollywood talent agent, following honorable medical discharge from the Army has resumed his radio activities, concentrating on packaged shows.

JAMES FLEMING, former account executive of Pedlar, Ryan & Lusk, New York, has joined Compton Adv., New York as account executive. Mr. Fleming replaces Seaward Woodard who left to enter the armed forces.

LOUISE RUSCH, formerly with Spiegel Inc., Chicago, has joined the copy staff of Neal Adv., Chicago.

C. R. CARYL, formerly with the Chemicals Bureau of the War Production Board, has joined the creative staff of Fuller & Smith & Ross, New York.

LT. COL. TOM LEWIS of the Armed Forces Radio Services, Hollywood, and formerly vice-president of Young & Rubicam, has arrived in England.

JACK GALE, West Coast radio director of Buchanan & Co., Los Angeles, and Annie Laura Fagin were married April 30.

TOM EVERETT has resigned as radio supervisor of Young & Rubicam, New York.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *October 1943 thru February 1944*

A 5-MONTH RECORD TO BE PROUD OF!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

AP

WTCN, Minneapolis, Minnesota

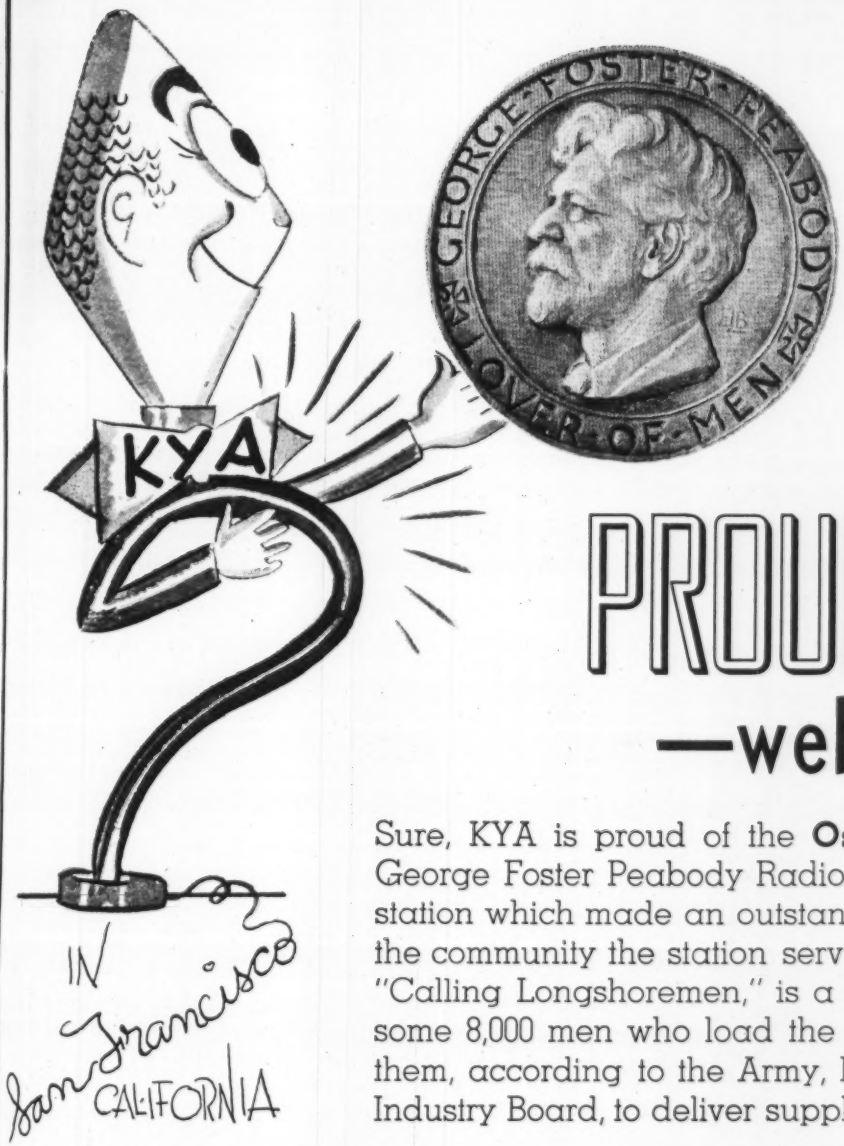
. . . consider AP the finest radio news service in the country.

Clifford J. Rian,
Promotion Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

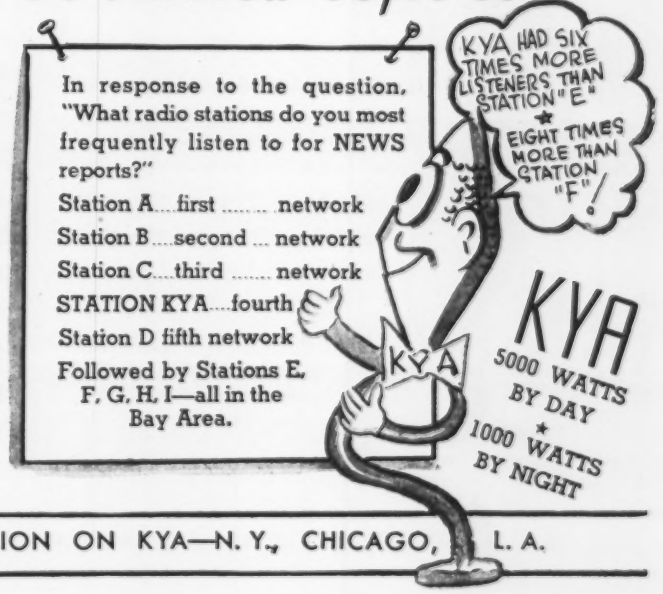


PROUD?
—well, just a little!

Sure, KYA is proud of the **Oscar of Radio,** presented by the George Foster Peabody Radio Awards Committee for "the local station which made an outstanding contribution to the welfare of the community the station serves." The award-winning program, "Calling Longshoremen," is a broadcast of work assignments to some 8,000 men who load the war-bound convoys and enables them, according to the Army, Navy, and Pacific Coast Maritime Industry Board, to deliver supplies to our boys a few days sooner.

and KYA is equally proud of this Hooper-Holmes report

based on a survey conducted just two months after inauguration of the **KYA-CHRONICLE TIME-CLOCKED NEWS.** A six-man news department, every major news service, and the entire local reporting staff of one of the nation's great newspapers (The San Francisco Chronicle) keep the Bay Area informed. The listening audience is told **when** the important news stories arrive —thus **"time-clocked"**—fulfilling the slogan **Get it first and get it right.**


In response to the question, "What radio stations do you most frequently listen to for NEWS reports?"
Station A....first ..... network
Station B....second ... network
Station C....third ..... network
STATION KYA....fourth
Station D fifth network
Followed by Stations E, F, G, H, I—all in the Bay Area.
KYA HAD SIX TIMES MORE LISTENERS THAN STATION "E"
★
EIGHT TIMES MORE THAN STATION "F"!
KYA
5000 WATTS BY DAY
★
1000 WATTS BY NIGHT
KYA

SEE SPOT SALES, INC., FOR FURTHER INFORMATION ON KYA—N. Y., CHICAGO, L. A.

AIR EXPRESS is a 3-mile-a-minute conveyor belt between your plant and consignee. *Use it efficiently!* When shipments are ready, call for a pick-up...right then! If you wait for routine end-of-day pick-up, you let a lot of planes go by that might be speeding your shipment to its destination. Remember: the secret of earliest possible delivery is earliest possible shipment!

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-5, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

CONVENTIONS AND GROUP MEETINGS

National Assn. of Broadcasters, Board Meeting—May 8-10, Hotel Statler, Washington, D. C.
Assn. for Education by Radio, Indiana Chapter meeting—May 11, Indiana War Memorial Bldg., Indianapolis.
Proprietary Assn. of America—May 15-17, Biltmore Hotel, New York.
Advertising Federation of America, War Advertising Conference—scheduled for June 4-7 in Chicago, postponed indefinitely due to travel conditions.
American Federation of Musicians, 48th Annual Convention—June 5, Stevens Hotel, Chicago.
National Industrial Advertisers Assn., Eastern Regional Conference—June 5-6, Hotel Claridge, Atlantic City.
Radio Mfrs. Assn. war production conference—June 6-7, Stevens Hotel, Chicago.
Public Utilities Advertising Assn., AFA affiliate—June 6-8, Palmer House, Chicago.
Grocery Manufacturers of America—June 14-15, Waldorf-Astoria, New York.
Republican National Convention—Chicago Stadium, June 26, Chicago.
Democratic National Convention—Chicago Stadium, July 26, Chicago.
National Assn. of Broadcasters, Annual Meeting—Aug. 29-31, Palmer House, Chicago.

Isbrandtsen Operates Ships for Government

Editor, BROADCASTING:

We have read with surprise a recent news story in your magazine [April 3] entitled "Isbrandtsen Plans Retail Food Line. ExSteamship Co. Promoting in Radio and Newspapers."

The writer doesn't know where you obtained this information but wishes to correct the erroneous impression that the Isbrandtsen Steamship Company, Inc. is an ex-steamship company for conditions are quite the contrary. The Isbrandtsen Steamship Company like other steamship companies are operating their ships for the United States Government for the duration of the war.

Our client has asked us to inform you that they would appreciate a statement in a future edition of your magazine to the effect that they are definitely not an ex-steamship company. The extension of the company's interest in the line of food products is an entirely separate undertaking and after the war is over the company again will operate their fleet of ships to all parts of the world as they have done previous to the present emergency.

Yours very truly,
PORTER F. LEACH,
Vice-President,
Cowan & Dengler, Inc.

★ **A Preferred Market**
April *SALES MANAGEMENT*

WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

SLICK CHICK TRICK is this promotion idea being recorded by Bernie Shaw, WPAT Paterson, N. J. account executive. Car dealer using the "Check with Chick" slogan has increased his business volume over 400% in the last year by using WPAT as his only advertising medium. Business was placed direct by the sponsor.

COAST LISTENING SHOWS SLIGHT DROP

AVERAGE daytime and evening program ratings, and sets-in-use figures revealed in the Pacific Network Hooper ratings for the February-March period show a drop of from 1 to .4 from the preceding report and from last year's data for a similar period. Average evening program rating of 9.5 is down 0.6 from the last report, down 1 from a year ago, while average daytime program rating is 3.9, down 0.3 from last report, down 0.5 from a year ago.

Average evening sets-in-use figure is 33.7, down 0.4 from last report, down 1.3 from a year ago, and the comparable daytime rating is 14.1, or 0.6 less than the last report, and a decrease of 0.5 from a year ago. Average evening available audience is 78.3, up 1.6 from the last report, down 0.6 from a year ago. Comparable daytime figure is 65.9, down 0.9 from the last report, and down 1.8 from a year ago.

Bob Hope heads the list of "Top Ten" network programs heard on the Pacific Coast. Red Skelton ranks second and *Fibber McGee & Molly* third, followed by Frank Morgan - Fanny Brice, *Aldrich Family*, *Radio Theatre*, *Ellery Queen*, Abbott & Costello, Charlie McCarthy and *Take It or Leave It*.

TIMES SQUARE MOTORS, New York, used car dealers, have started a half-hour Monday through Saturday musical program on WBYN Brooklyn. Business placed direct.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men *doing the fighting* . . .

. . . Transmitted by short wave to BBC in London, the broadcast is re-recorded on one of the fifty complete Presto recording installations in the British Isles . . .

. . . Short-waved again, this time to CBC in Ottawa, the battle-recorded broadcast is then sent over wire lines to the stations on the CBC networks across the Dominion.

Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI Los Angeles

Los Angeles Railway Corp., Los Angeles (public service), 2 *sp* weekly, 13 weeks, thru Smith & Bull Adv., Los Angeles.
Helms Bakeries, Los Angeles (bakery goods), 41 *ta*, thru Dana Jones Co., Los Angeles.
J. W. Landenberger & Co., Philadelphia (footlets), 3 *sp* weekly, thru La Porte & Austin Inc., New York.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., New York.
Southern Pacific Co., San Francisco (employment), 2 *sa*, 3 *sp* weekly, 13 weeks, thru Foote, Cone & Belding, Los Angeles.
Santa Fe Railway, Chicago (employment), 5 *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Lambert Pharmacal Co., St. Louis (Listerine toothpaste), 5 *sp* weekly, 13 weeks, thru Lambert & Feasley, New York.
Langendorf United Bakeries, San Francisco (bakery products), *ta* weekly, 47 weeks, thru Pacific Coast Adv., San Francisco.

WKZO Kalamazoo-Grand Rapids

American Chicle Co., Long Island City, N. Y. (Beeman's Pepsin Gum), 3 *ta* weekly, 13 weeks, thru Grant Adv. Co., N. Y.
Borden's Farm Products, New York (livestock and poultry prescriptions), 5 *ta* weekly, 13 weeks, thru Campbell-Sanford, N. Y.
Casite Corp., Hastings, Mich. (auto lubricant), 6 *ta* weekly, thru Keeling & Co., Indianapolis.

WQXR New York

Joseph Martinson & Co., New York (coffee), *ne* weekly, 13 weeks, thru Al Paul Lefton Co., New York.
General Foods Corp., New York (Grape-Nuts Wheat-Meal), 6 *ne* weekly, 52 weeks, thru Young & Rubicam, New York.

KHJ Hollywood

Loew's Inc., New York (motion pictures), 5 *sp* weekly, 26 weeks, thru Donahue & Coe, N. Y.
William Underwood Co., New York (deviled ham), 2 *sp* weekly, 13 weeks, thru BBDO, N. Y.

WAPI Birmingham, Ala.

Interstate Labs, Louisville, Oculine & Vitawine Tonic), *sp* weekly, 52 weeks, thru L. W. Roush Co., Louisville.
Plough Sales Co., Memphis (Penetro Nose Drops & St. Joseph Aspirin), 12 *sa* weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.
Southern Bell Tel. & Tel. Co., Atlanta, 5 *sa* weekly, 28 weeks, thru Tucker Wayne & Co., Atlanta.
Cosby-Hodges Milling Co., Birmingham (White Tulip Flour), *sa*, 13 weeks, thru Silver & Douce Co., Birmingham.
Swift & Co., Chicago (Allsweet Margarine), *sa*, 26 weeks, thru J. Walter Thompson Co., Chicago.
P. Duff & Sons, Pittsburgh (Duff's Ready-to-Bake Mixes), *sa*, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, New York.
Dr. L. D. LeGear Medicine Co., St. Louis (livestock and poultry remedies), 3 *sp* weekly, thru Simmonds & Simmonds, Chicago.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), 5 *sp* weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.

WOR New York

Simoniz Co., Chicago (Simoniz, Simoniz Kleener), *sa*, 13 weeks, thru George H. Hartman Co., Chicago.
Web Distributing Co., Newark (Pyrozide Toothpowder), *sa*, 13 weeks, thru Charles W. Hoyt Co., N. Y.
Artra Cosmetics, Bloomfield, N. J. (Sutra Sunfilter Cream), *sa*, 18 weeks, thru Murray Breese Associates, N. Y.
National Biscuit Co., New York (Premium Crackers), 4 *ne* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Brick Oven Bakers, Portchester, N. Y. (Brick Oven Bread), *sa*, 52 weeks, placed direct.
Best Foods, New York (Force, Presto), *sa*, 26 weeks, thru Arthur Kudner Inc. N. Y.
Joseph Martinson Co., New York (coffee), *sp* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.

CKCL Toronto

W. H. Comstock Co., Brockville, Ont. (patent medicine), *sp* weekly, thru Jack Murray Ltd., Toronto.
Kennedy Mfg. Co., Montreal (disinfectant), 5 *ta* weekly, thru Cockfield Brown & Co., Montreal.
Medusa Products Co. of Canada, Paris, Ont. (proprietary) 3 *ta* weekly, thru McConnell Eastman & Co., Toronto.

KPAS Pasadena

Oakite Co., New York, 3 *sp* weekly, 13 weeks, thru Calkins & Holden, New York.

WCAE Pittsburgh

Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 5 *ta* weekly, 13 weeks, thru McCann-Erickson, Minneapolis.
Penn Tobacco Co., Wilkes-Barre, Pa. (White Manor), 8 *ta* weekly, 52 weeks, thru H. M. Kiesewetter, N. Y.
Rit Products Corp., Chicago (All purpose rit dye), 12 *ta* weekly, 26 weeks, thru Earle Ludgin & Co., Chicago.
Studebaker Corp., South Bend, 3 *ne* weekly, 26 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Ward Baking Co., New York (Tip Top Bread), 10 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Yaeger Liniment Co., Baltimore, 6 *ta* weekly, thru Harvey Massengale, Durham, N. C.
Plough Inc., Memphis. (St. Joseph Aspirin & Penetro nose drops), 13 *ta* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.

WMAQ Chicago

Beau Brummell Ties, Cincinnati, *sp* weekly, 13 weeks, thru Ralph H. Jones Adv., Cincinnati.
Curtis Publishing Co., Philadelphia *(Saturday Evening Post)*, 5 *sa* weekly, 52 weeks, thru MacFarland-Aveyard Adv., Chicago.
Bauer & Black, Chicago (Blue-Jay corn plasters), 8 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Morton Salt Co., Chicago 5 *sa* weekly, thru Kenyon & Eckhardt, Chicago.
Warner Bros. Pictures, N. Y. ("Adventures of Mark Twain"), 10 *sa*, thru Blaine-Thompson Co., N. Y.
Esquire Inc., Chicago *(Coronet)*, 7 *sa*, thru Schwimmer & Scott, Chicago.

KECA Los Angeles

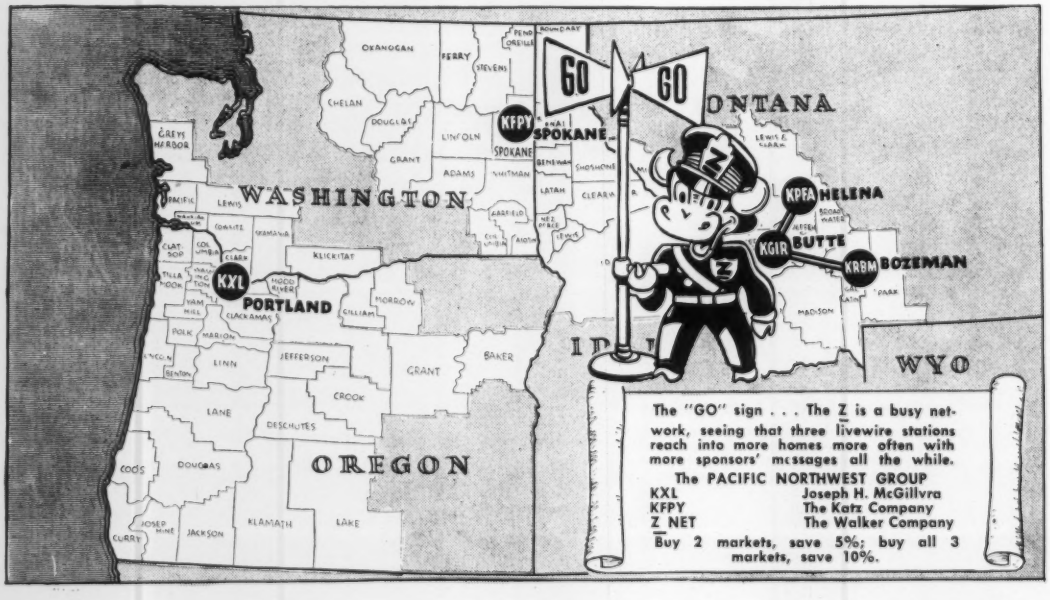
Sears Roebuck & Co., Los Angeles, 13 *ta*, *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, Hollywood.
B. F. Goodrich Co., Los Angeles (employment), 5 *sp* weekly, 13 weeks, thru BBDO, New York.
Langendorf United Bakeries, San Francisco (Dr. Penland bread), 6 *sa*, 4 *ta* weekly, 52 weeks, thru Pacific Coast Adv., San Francisco.
Grocers Packing Co., Los Angeles (Budget Pak products) 5 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

KFI Los Angeles

Globe Grain & Milling Co., Los Angeles (Globe A-1 flour), 3 *sa*, *ta* weekly, 2 *sp* weekly, 13 weeks, thru McCann-Erickson, Los Angeles.

KYW Philadelphia

Campbell Soup Co., Camden, N. J., 13 *sa* weekly, 13 weeks, thru Ward Wheelock, Philadelphia.
Muralo Co., Staten Island, N. Y. (Mural-Tone Powder Paint), 3 *sa* weekly, 13 weeks, thru R. T. O'Connell, N. Y.



PEARE IS ELECTED GE VICE-PRESIDENT

ELECTION of Robert S. Peare, manager of publicity and broadcasting for General Electric Co. since 1940, to a vice-presidency of the company was announced last week by Gerard Swope, president. Mr. Peare will direct GE advertising, broadcasting and general publicity activities as a member of the president's staff.

Mr. Peare

A native of Bellmore, Ind., Mr. Peare began his service with GE in August 1922, as a member of its accounting department. This followed his graduation from U. of Michigan. In 1926 he was elected secretary-treasurer of the Maqua Co. in Schenectady and three years later became its general manager.

In 1934 he was elected president, a post he continues to hold, and in 1940 became GE publicity manager. He supervises the operations of WGY and of the company's short-wave, FM and television stations.

Miles Coast Schedule

MILES CALIFORNIA Co., Los Angeles (Alka Seltzer, 1-A-Day Vitamins), on May 1 started sponsoring a five-weekly quarter-hour adventure series, *Lady of the Press*, on 7 CBS Pacific stations (KNX KARM KROY KGDM KOIN KFPY KQW), Monday through Friday, 4-4:15 p.m. (PWT), with transcribed release on KIRO, 1:30-1:45 p.m. Contract is for 52 weeks. Written by Dwight Hauser, series is being produced by Gordon T. Hughes, with Dick Cutting assigned announcer. Janet Waldo is featured as Sandra Martin, girl reporter. Cast also includes Hack Taggart, Eddie Marr and Jay Novello. Wade Adv. Agency, Chicago, services the account.

Sonovox on Coast

SONOVOX rights on a coastwide basis were obtained by Pacific Coast Adv. Co., San Francisco, according to Richard E. Goebel, agency president. Sonovox, the device which articulates anything from a violin to a train whistle, is now featured in spot announcements for Langendorf Bread and Dr. Penland's Vitamin B1 Wheat Bread.

Blue Jay on WMAQ

BAUER & BLACK, Chicago (Blue-Jay Corn Plasters), effective May 1, sponsors 64 spot announcements on WMAQ Chicago. Contract calls for eight announcements weekly for eight weeks. Agency is Ruthrauff & Ryan Adv., Chicago.

PLOUGH Inc., Memphis, on May 2 started *Don't You Believe It*, weekly transcribed program on behalf of St. Joseph aspirin on WJZ New York. Agency is Lake-Spiro-Shurman Inc., Memphis.

Broadcasters Await NWLB Ruling

(Continued from Page 11)

that opinion. He asserted that Mr. Petrillo will stand by any pledge of the AFL.

When Mr. Davis recalled testimony given before the Board, when jurisdiction was taken in the transcription case, as evidence of the importance of broadcasting in the conduct of the war, Mr. Padway gave assurance the union "was not trying to crawl out" of any of its responsibilities.

With regard to the KSTP case, Mr. Padway flatly denied that a strike had been in existence at that station but that only the operations in the Minneapolis studios have been affected. He said the station attempted to transfer musicians employed in St. Paul at $36 a week to its Minneapolis studios without paying the $52 wage rate which exists in the latter city.

He declared that the difficulties in KSTP have been due to problems which the union has encountered in attempting to deal with Stanley Hubbard, station president. "Frankly," he told the Board, "they've had so much trouble with this employer they'd be happy if he sold out to his competitors or went out of business."

He declared that Mr. Hubbard employed devious practices to delay negotiations and that the union had lost faith in his promises. He said that Mr. Hubbard indicated he would give the union a decision on their last proposal to settle the dispute but the union waited five weeks, then filed a 10-day strike notice as required under Minnesota law.

He told the Board that if the union musicians went back to work in Minneapolis at the St. Paul wage scale they would jeopardize the standards that it has taken 10 years to build up.

Murk Criticizes Hubbard

Mr. Murk testified that Mr. Hubbard "applies Stalin tactics whenever and wherever it is possible in his negotiations" with the union and declared that not only the musicians "feel this employer is unfair but each and every employer in that area feels the same way." He cited publicity issued by the station as "misleading" and suggested that the quotation "Patriotism is the last refuge of a scoundrel" applied to Mr. Hubbard.

Mr. Murk amplified Mr. Padway's testimony regarding difficulties in reaching agreements with Mr. Hubbard and told of instances in which the employer allegedly maneuvered in such a way that negotiations with the union lasted for months.

He told the Board that Mr. Petrillo advised the union two years ago to effect separate contracts with KSTP for work in Minneapolis and St. Paul, that Mr. Hubbard has resisted entering into such an agreement, and finally told the union he'd either close his Radio City studios in Minneapolis or meet the union demands by April 3. On March 31, Mr. Murk said, Mr. Hubbard advised the union that it would have to file a strike notice if it were going to withdraw its musicians from the Minneapolis studios.

He asserted that the union did not regard its action as a strike but that in conformity with the Minnesota laws it filed a strike notice.

Mr. Ballard supported the testimony of Messrs. Padway and Murk and added that following the repeal of prohibition and the establishment of night clubs by former "speakeasy" operators the union had to deal with some of the "worst kind" of employers "but Hubbard is worse than all of them combined."

He accused the KSTP president of stalling tactics and told the Board that the union did not want to arbitrate the dispute because it could not depend on Mr. Hubbard to live up to his agreements.

He said the service of the musicians to the station has not been interrupted but that the union will not give KSTP remote control privileges from Minneapolis. The question at issue, he declared, is whether Mr. Hubbard "is going to be allowed to destroy in Minneapolis what it has taken the union 10 years to build up."

In answer to Mr. Padway's testimony regarding WJJD, Mr. Friedman, as counsel for the station, read to the Board a telegram received by Mr. Atlass from William Green, AFL president, declaring the strike "in violation of the no-strike pledge" of the AFL. He said the station has been active in the dissemination of war messages and other contributions to the war program. He told the Board the contract with the union expired Feb. 15 and that operations were continuing without contract when, on April 13, the walkout occurred.

He assured the Board the station would abide by whatever ruling the Board would make.

Mr. Levy told the Board that KSTP has not been able to broadcast a single program with live music from its Minneapolis studios and that it was in the position of turning down accounts which require live music for programs.

He said the station has always operated two studios and that its musicians worked at both of them. He explained that programs now broadcast from the Minneapolis studios formerly originated from St. Paul and that if the musicians do not return to work in Minneapolis the station might lose those programs.

He denied union testimony that the station was unwilling to negotiate and declared it was the union which refused to arbitrate. He read to the Board a letter received by Mr. Hubbard from Mr. Murk as evidence that relations between the employer and the union were satisfactory.

Compromise Favored

Following testimony from the stations and the unions, Mr. Davis stated that his mind was clear on the WJJD case but that he thought it "a close question" as to whether the KSTP work stoppage was a strike. He then precipitated a discussion with a suggestion that eight of the 19 musicians employed by the station be assigned to the Minneapolis studios at the Minneapolis scale of $52 during a 30-day period for negotiations. Both sides seemed favorably disposed to such a proposal although Mr. Jenkins said he feared it would be "embarrassing" to the management to select the eight members.

Van A. Bittner, labor member of the Board, reminded union representatives that labor itself has contended that everything it does affects the war effort. Mr. Padway explained that he was presenting the position of the local union on the "no-strike" pledge, rather than his own.

While assuring the Board that the union would comply with its decision, Mr. Padway served notice that the union would file intentions to resume the strike in 30 days in accordance with the Smith-Conally Act if the Board held such a step necessary.

KTFI
TWIN FALLS · IDAHO

Jingle! Jangle!

Above-average incomes with no lay-offs, that's Winston-Salem. A thriving city in the heart of a rich region. This great market is responsive to the brand of programming and salesmanship emanating from—

WAIR

Winston-Salem, North Carolina

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio...

WEED & CO... National Representatives

Don't dig so hard for sales when they come so easy in Albany!

WGPC

ALBANY, GA.

CBS

REPRESENTED BY SPOT SALES

Southern California's Fastest Growing Radio Station

KWKW 1000 WATTS PASADENA

HOWARD L. TULLIS, General Manager

Networks Prepare for Biggest Story

(Continued from page 8)

cases monitor the network at all times so they can switch in for important news, or will be notified of impending news breaks by conference calls or teletype.

One of the most elaborate devices for facilitating easy and rapid pickups from abroad is the "World on a Panel" recently installed on the desk of Paul White, CBS director of public affairs and news broadcasts. Various colored lights indicate the quality of reception from any given point at which a CBS reporter is waiting, enabling Mr. White, on a news roundup program, to bring in the individual correspondents at times when they will be clearly heard and to eliminate pickups from points where signals are faulty.

London Focal Point

Mutual's emphasis on news, which occupies a large part of the network schedule, has provided a good background for covering the invasion, Mr. Whitmore stated. He explained that the news and commentary staff is constantly on the alert and that preparations for Mutual's invasion coverage have consisted more in intensifying this alertness than in devising any new plans specially labeled "for invasion use only."

London will be the focal point of the coverage, through which reports of correspondents with the invading forces will be transmitted. All networks have made elaborate preparations for obtaining and clearing news from the British capital for transmission to America. G. W. Johnstone, director of news and special features for the Blue, reported that George Hicks, manager of the Blue news office in London, has been accredited to the U. S. Navy invasion force and Thomas B. Grandin to the Army invasion force.

Arthur Feldman, assistant London manager, and Ted Malone will handle the transmission of news from their front line correspondents and will cover the English front, with the assistance of the *Time* and *Life* English staff and several special "stringers", Mr. Johnstone said.

NBC has Ed Haaker assigned to the Air Force, Merrill Mueller, to Gen. Eisenhower's headquarters, John MacVane, George Y. Wheeler, David Anderson, recently transferred from Sweden; W. W. Chaplin, also recently from New York, and John Vandercook, assigned to the Mediterranean by way of London. "These men," Mr. Brooks explained, "are the men who will go onto the beaches with the troops, or will fly above the beaches. Their's will be the job of being the eyes of America." NBC's "ground crew" in London includes Stanley Richardson, London manager, and Frank McCall, manager of operations of the NBC news department, before his recent departure for London.

Edward R. Murrow, chief of the CBS European staff, will direct his six London assistants. Correspondent Charles Collingwood and Technician Eugene Rider have been assigned to invasion Naval units, while Larry Leseuer, Bill Downs, Richard Hottelet and Charles Shaw await assignments to specific branches.

Correspondents Trained

Mutual's London chief, John Steele, and his assistants, Arthur Mann and John Thompson, will be aided in their invasion reporting by the British staff of the *Christian Science Monitor*, whose foreign correspondents supply the material for the daily *World's Front Page* broadcasts on MBS.

All correspondents assigned to the invasion forces have undergone months of training with combat groups, training with paratroopers or infantry or whatever units they will accompany on D-Day, learning everything from how to operate a wire recorder to how to make a parachute jump and walk away from it.

In addition to their own and affiliated reporters, all major U. S. networks will have available the reports of correspondents of the BBC and the CBC, while through the Army-Navy news pooling system, which will begin operation with the first news of the invasion, initial reports of all correspondents will also be available to all the networks.

To interpret and analyze the invasion news, each network has its staff of commentators ready for action whenever summoned, experts in military and political matters, men who have lived and worked in Europe and who are familiar with the country our armies will be fighting over—in short, men whose knowledge and interpretive skill can turn the stark words of the news reports into clear pictures of meaningful action in real places.

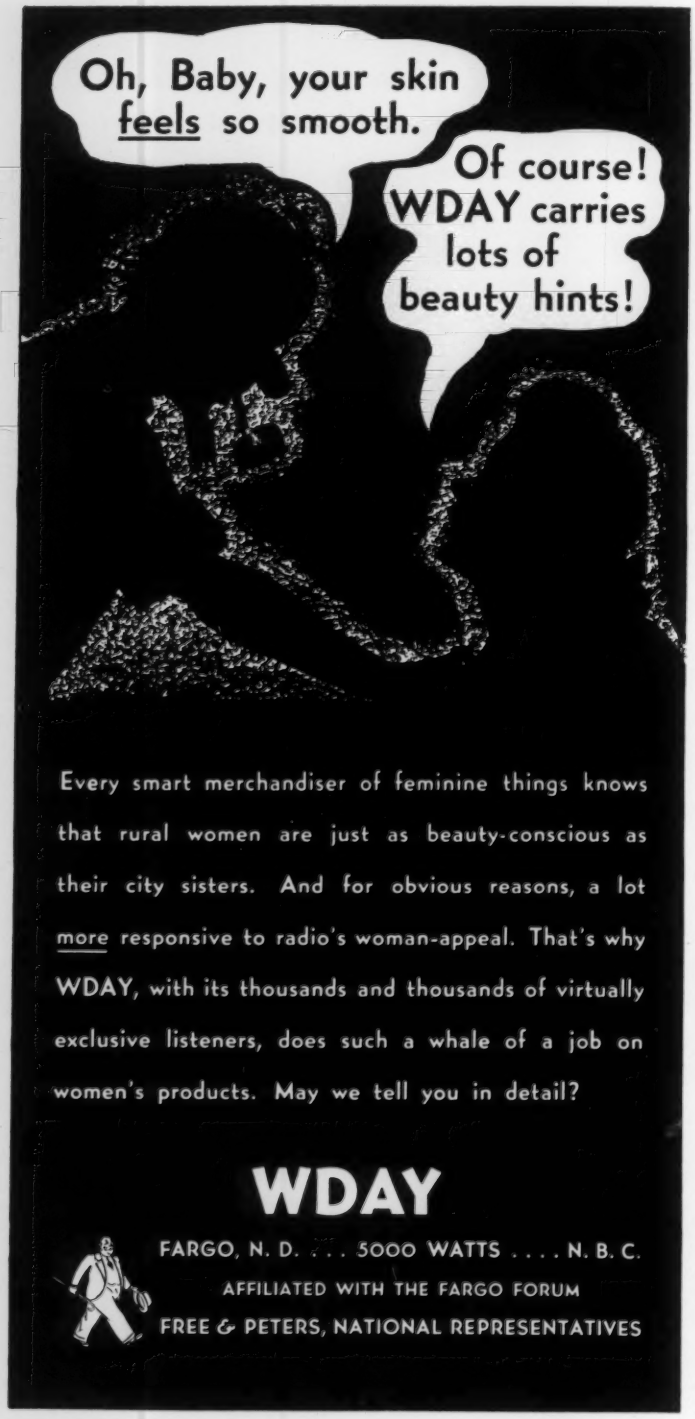
At the request of the major networks the Office of Censorship and the War Dept. will send experts in security to New York to provide 'round-the-clock consultation. Byron Price, Director of Censorship, has designated Charter Heslep, news editor of the broadcasting division, to supervise the New York censorship operation. The War Dept. will assign an expert on security from the Bureau of Public Relations Review Board. Headquarters will be at 90 Church street.

War Veterans on Staff

CBS has just added Quentin Reynolds, war correspondent and author, who accompanied the English-Canadian raid on Dieppe in 1942 and knows the difficulty of breaching the Nazi coastal defenses from first-hand experience, to its New York invasion staff, which includes Maj. George Fielding Eliot,

Invasion Calls

PERSONAL telephone calls to those who want to be aroused from their sleep to listen to invasion news, should the big drive take place at night, are included in coverage plans of KGBS Harlingen, Tex. Listeners desiring to be awakened are asked to send the station their telephone numbers and approximate time of retiring.


Oh, Baby, your skin feels so smooth.
Of course! WDAY carries lots of beauty hints!
Every smart merchandiser of feminine things knows that rural women are just as beauty-conscious as their city sisters. And for obvious reasons, a lot more responsive to radio's woman-appeal. That's why WDAY, with its thousands and thousands of virtually exclusive listeners, does such a whale of a job on women's products. May we tell you in detail?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

"Why should you prefer WFDF Flint to this recording of the National Anthem!"

military analyst; Bob Trout, from 1941-1943 with CBS in London; William L. Shirer, one of the few correspondents to have toured the Nazi continental defenses built prior to 1941; Everett Holles, assistant director of news broadcasts; Quincy Howe, news analyst, and Douglas Edwards, news reporter.

H. V. Kaltenborn, dean of news analysts; Robert St. John, war correspondent who witnessed the drive of the Nazi war machine through the Balkans and the fall of Greece, and Lowell Thomas, veteran traveler and commentator, will interpret the invasion for NBC audiences, working from the network's New York newsroom.

Blue's New York commentators, who will be on tap for invasion analyses, include Henry J. Taylor, economist, author and correspondent who has seen action in two world wars; John B. Kennedy, former Collier's editor turned radio and newsreel commentator; Walter Kiernan, author of the syndicated column "One Man's Opinion," and Bruno Shaw, one-time editor of the *Hankow Herald* in what is now occupied China.

Johnstone's Blue Plans

Mr. Johnstone said that periods of news and news analysis are so scattered through the Blue program schedule that other blue commentators such as Raymond Gram Swing will be heard at their usual times and called on for extra duty only if the turn of events requires their special abilities without any delay.

Royal Arch Gunnison, whose career as MBS correspondent in the Far East was concluded by 16 months in a Jap prison; Charles Hodges, authority on political-military strategy, and Cecil Brown, who formerly reported for CBS from European and Asiatic news centers, will carry the brunt of invasion commentary from Mutual's New York news headquarters.

In Washington, CBS News Director Robert S. Wood and Reporters Bill Henry and Don Pryor will cover the War and Navy Depts., Congress and other capital news sources. NBC's Washington invasion coverage will be handled by Richard Harkness, Morgan Beatty, Leif Eid, William McAndrew and Capt. Thomas Knode, veteran of the Buna campaign in the South Pacific.

Blue's Washington commentators include William Hillman, Baukhage, Earl Godwin, Martin Agronsky and Ray Henle. For MBS, the Capital will be covered by Fulton Lewis jr. and Walter Compton.

Illustrative of the preparations the networks have gone to for getting the first news of the invasion on the air is the report of Morgan Beatty, given on the same *News of the World* broadcast on which Mr. Brooks described NBC's overall invasion coverage plans. Describing NBC's setup in Washington, Mr. Beatty said:

"We had two incidents this week which gave us a test of operations, the White House announcement on Montgomery Ward and the luncheon the President gave for the Prime Minister of Australia and the President of Costa Rica. We had advance notice of these events, but we didn't know in advance what they were. So we had to go on the assumption that each of them was 'it'—the invasion break.

"We set up our special communication lines between the White House, on the one hand, and the news desk in New York, on the other. The whole NBC network was all set for a flash. The performers on radio shows in Chicago, Hollywood and New York went right on with their work, wholly unaware that Leif Eid was stationed at the White House, ready to give the signal if it should come. They were unaware that Dick Harkness and I sat, fully prepared to tell the whole story, at the sign to go ahead, standing by in special studios. Well, it never came off, but we went through two of the most tense moments of the war, up to now."

GOOD WISHES were extended to Lt. (j.g.) James H. Brown (right) by his former boss, A. H. Saxton, western division engineer for NBC. Lt. Brown, formerly an engineer with NBC Hollywood, reported to Washington for assignment in mid-April. He was succeeded at NBC by Kenneth F. Hicks, of network's Hollywood radio recording department.

NBC and 10 cooperating voluntary youth-serving agencies have extended the *Here's to Youth* series another 13 weeks, Saturday, 1 p.m. (EWT) effective May 20 with a report on youth activities by Bob Hope.

CBS Dividend

CBS Board of Directors last week declared a cash dividend of 40 cents per share on the present Class A and Class B stock of $2.50 par value. Dividend is payable June 2 to stockholders of record at the close of business May 19.

AFRA Names Four

RECENT elections of AFRA's executive board, to replace war vacancies, named Jane Webb, Chicago actress; Norman Pierce, WCFL Chicago announcer; Don Dowd, Blue Network announcer; and Arwin Schweig, as members until June 1944 when the AFRA election for three-year terms will be held.

Fulton Lewis, Jr. has been "News Gathering" across the country

Lewis digs up his own scoops! He doesn't re-hash the news as it is written. He's there when it happens! This, then, is why Fulton Lewis, Jr., is America's "most-listened-to" News Reporter—America's biggest profit-maker for more than 130 sponsors!

Sell him at your one time quarter hour rate per week. Call, wire or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION
★
JOHN BLAIR & CO. National Representative

U.P. *gives you*
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

Radio Is Obligated to Give Public Grim Facts of War, Kirby Tells Executives

DECLARING that the American people want the facts of war and that more wounded veterans back from the front should tell their stories on the air, Col. E. M. Kirby, Chief of the Radio Branch, War Dept. Bureau of Public Relations, addressed the Radio Executives Club at the Shelton Hotel, New York, last Thursday.

"With some programs we see a disposition to serve a Crossley rather than the war," said Col. Kirby, who has just returned from overseas, where he helped to set up radio's invasion coverage plans. Referring to a query from a program producer as to what type of material would help bring about a better understanding of the meaning of war, Col. Kirby said:

Need to Tell Facts

"We stated that it seemed to us desirable to present more and more wounded men who are able to come to the studio or sit up in wheel chairs and tell their stories, so that the American public would know that war is a pretty grim business and that some are going to be hurt—and hurt badly—before we can relax on the home front. I was astounded to have this producer tell me that the public did not want to hear such facts, and further that he would lose his women's audience as a result."

Expressing the army's disbelief that the public does not want facts or that, with millions of mothers and wives of men in the service, such facts would lose the women's audience, Col. Kirby declared: "But, even if these facts are true, and recognizing that American radio has been built on the policy of giving the public what it wants to hear, there comes in wartime the need to tell them, perhaps, what they don't want to hear. This is a responsibility incumbent upon every radio station, every network, every advertiser, and every writer, from here on out."

On the fighting fronts, Col. Kirby described the Army's efforts to aid radio correspondents in their difficult job of trying to cover a war of movement from a fixed position at a transmitter location. In the coming European invasion, he said, cooperation of the Signal Corps and the communications companies has provided the American networks with ample facilities for transmissions back to this country on a round-the-clock basis.

"The networks themselves have shown an admirable sense of cooperation" he said. "They have agreed to pool their commentators so that should one network's correspondent find himself where the lightning strikes, his observations and news will not be limited to one network but will be available to all so that we will have a maximum coverage of the war from the front at all times during the initial assault.

"The networks, further, have waived their ban on recordings in order to bring the American listener material which is otherwise inaccessible and is available only through recordings, such as the landings on the beachhead, observations from the air, etc. It was my privilege to assist in coordinating plans for coverage of the operations on both sides of the Atlantic and I can assure you that American radio is ready. For further details stay tuned to your local station."

Col. Kirby told of the Army's project to supply local stations and regional networks with five-minute recorded programs paralleling news releases from all theatres of war "to satisfy a very wholesome appetite of folks on the home front for news from their men" [BROADCASTING, May 1].

Murray Grabhorn, REC president, presented sterling silver life membership cards to the club's first four presidents: Lt. Al Taranto, Arthur Sinsheimer, John Hymes and Tom Lynch. Out-of-town guests included: Lt. Col. Dorsey Owings, Maj. A. A. Schechter, Walter Shafer, WDZ; Herbert Krueger, WTAG; Henry Seay, WOL; Bill Malo, WDRC; Emile Gough, SESAC; Morgan Sexton, KROS; Ralph Powell, Presto Recording Corp.

Invasion Whistles

INVASION will be signaled in the Steubenville, Ohio area and for a radius of 5 miles, by a concerted blowing of mill whistles, immediately upon receipt of the news from the WSTV newsroom. Jack Merdian, program manager of the Steubenville station, completed arrangements with Thomas E. Millsop, president of the Weirton Steel Co.; William Warren, president of the Wheeling Steel Corp.; R. S. Quinn of the Carnegie-Illinois Steel Corp.; Charles Manion of the Follansbee Steel Corp.

Bells For Invasion

CITIZENS of Elmira, N. Y. will be notified that the invasion is on with the tolling of church bells which also will be the signal for the townspeople to offer a word of prayer for the safety and success of those engaged in storming Fortress Europe. And bells will advise listeners to tune to WENY for news. Dale Taylor, WENY manager, in cooperation with civic and church leaders, devised this means of informing the people as being appropriate to the solemnity of the occasion.

AMERICAN AND BRITISH soldiers training in England last Sunday were scheduled to tell of their invasion preparation roles on the CBS *World News Today*. Broadcast entitled *Men of the Invasion*, was presented as a sequel to *Invasion Preview*, heard on the same CBS program several weeks ago.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of WINCHARGER FARM ELECTRIC SYSTEMS WINCO DYNAMOTORS WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

RCA Grosses Nearly 79 Million Dollars But 26% Tax Increase Makes Net Decline

RCA's gross income for the first quarter of 1944 was $78,808,808, an increase of 17% over the $67,283,966 gross for the first quarter of 1943, Gen. J. G. Harbord, chairman of the RCA board, reported to the company's stockholders at their annual meeting Tuesday in NBC Studio 6-B, RCA Bldg., New York.

Net profit before taxes for the quarter also showed a 17% increase over last year's figure: $10,412,984 in 1944, compared with $8,936,111 in 1943. But a 26% increase in Federal income taxes left the company's net for the quarter only $2,401,234, a decrease of 8% from the $803,066 net for the first quarter of last year. After preferred dividends, the earnings per share of common stock equalled 11.6 cents for the quarter, as against 12.9 cents for the same period of 1943.

War General Theme

Gen. Harbord, conducting the 25th annual RCA stockholder's meeting in the absence of Col. David Sarnoff, RCA president now in active service overseas with the Army, pointed out that in its work for the armed forces, RCA has developed more than 150 new electron tubes and approximately 300 different types of apparatus which were not manufactured by anyone before the war.

As in manufacturing, war also is the general theme on the air, Gen. Harbord stated. "Here again the war needs of the nation and the public interest are the guiding forces of our activities," he said.

In the future, he continued, "recognizing television as the capstone of the radio structure, NBC will contribute to the utmost in the earliest possible development of television as a national service and industry. In respect to FM, it plans to develop this service as well as standard broadcasting."

Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden and Col. Sarnoff were reelected as RCA directors for three-year terms. Stockholders also voted to continue Arthur Young & Co. as independent public accountants to audit the annual RCA statements.

In answer to a question about a $400,000 reduction in the goodwill figure shown for NBC in the RCA annual statement (from $4,000,000 to $3,600,000), Niles Trammell, NBC president, said that this reduction resulted from the sale of the Blue Network last fall. To further questions, Mr. Trammell replied that NBC's earnings increased last year despite the sale of the Blue, adding that this sale was for $8,000,000, although the book value of the network had been only $1,980,000.

Petrillo Pancakes

(Continued from Page 11)

NABET, which has 300 technicians employed in 12 NBC, Blue and Mutual stations, told BROADCASTING his union has no intention of surrendering to IBEW. "NABET will never join IBEW under their present setup and there is no way to force us," he said.

NABET is now awaiting outcome of its case before the National Labor Relations Board, which was called in to settle its dispute over platter-turning jurisdiction in NBC's Chicago station, WMAQ, which was not included in Mr. Petrillo's report of his agreement with the networks. NABET claims that an exception it granted in its last contract with NBC permitting AFM to operate turntables was only temporary and that its new contract should include this function.

NLRB was to hold hearings on the dispute in its Chicago regional office but on April 24 it held a hearing in New York. This hearing was called, it was understood, when the Board learned of the agreement between the networks and AFM and was for the purpose of hearing from network officials on details of the agreement. Another hearing was held last Thursday in which Mutual executives were heard on the agreement.

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

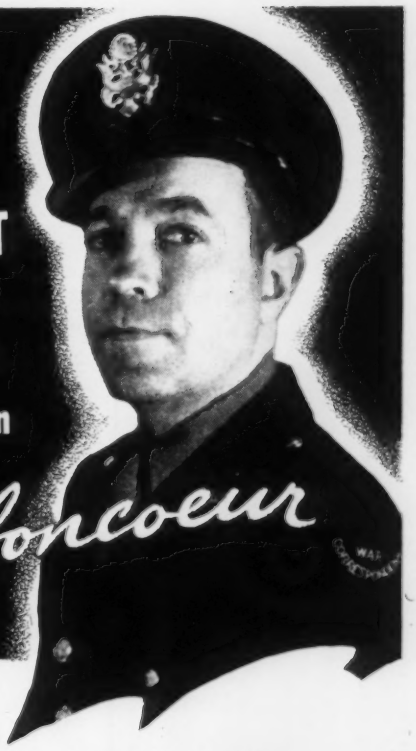
CBS Affiliate

FREE & PETERS · National Representatives

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE

4 GROWING MARKETS GROWING STATIONS

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.



NOW... in the SOUTHWEST PACIFIC on a Special News Mission ...Vadeboncoeur

WSYR
ACE NEWS ANALYST...

Invited to the Southwest Pacific War Theater, Vadeboncoeur is touring the battlefronts now, gathering news and background material and getting first hand "feel" of the war that will make his unequalled daily news analyses more colorful and authoritative than ever.

OTHER CRACK WSYR STARS

"HAPPY JIM" PARSONS
BILL ROTHRUM
JIMMY VINCENT'S ORCHESTRA
THE MELOETTES
BOB ROWLEY
ROLAND FURMAN
TERESE JOHNSON
RUTH HARDKE
H. R. EKINS
DICK MOORE
MURRAY BERNTHAL
RAY SERVATIUS
DON LYON
FRED JOHNSTONE
GLORIA RYAN
PAUL COLEMAN

★

For five years, Vadeboncoeur has commanded the greatest audience of any commentator in upstate New York, and for most of that time, the P. Lorillard Company has been his sponsor. Vadeboncoeur's current air journey is typical of WSYR and its enterprising and brilliant stars. Sponsors trust WSYR to build great local shows, with crack talent; and WSYR justifies your confidence now as always.

WSYR
SYRACUSE, N. Y.
5000 WATTS AT 570 KC
H. C. WILDER, President

REPRESENTED BY RAYMER

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Craven Expected to Leave FCC

(*Continued from page 7*)

to which radio appeals normally go.

Inquiries at the White House regarding Commissioner Craven failed of confirmation. Absence of the President from Washington, however, was the logical explanation.

Usually informed sources yielded information that Commissioner Craven had advised the White House of his decision last week, in view of the expiration of his term on June 30. Presumably, he desired to give the President ample opportunity to select a successor. Commissioner Craven, named from the District of Columbia, was appointed as a Democrat in 1937, succeeding Dr. Irvin Stewart. At the same time President Roosevelt appointed Frank R. McNinch, former chairman of the Federal Power Commission, to the chairmanship. Mr. McNinch subsequently was succeeded by Chairman Fly, having retired because of ill health.

Annapolis Graduate

Chairman Fly and Commissioner Craven have never seen eye to eye on regulatory matters, particularly with regard to broadcast service. Usually, Commissioner Craven was in the minority, but he won over the Commission on many of the controversial matters, the last having been the unanimous decision to drop the newspaper divorcement order. He also was largely instrumental, with the aid of Commissioner E. K. Jett, in compromising the so-called "duopoly" order on ownership of stations in the same market.

Commissioner Craven, 51, has spent some 30 years in Government service, most of them in the Navy. A Naval Academy graduate, he resigned from the Navy in 1930 as a lieutenant commander, after having served virtually his entire career in radio and communications. In 1935, President Roosevelt asked him to take over as FCC chief engineer, which post he held until his elevation to the Commission two years later. Lt. Jett, who served under Commissioner Craven in the Navy and as assistant chief engineer, became chief engineer. Mr. Jett succeeded to the vacancy created by the expiration of the term of Commissioner George H. Payne last February, following in Comdr. Craven's footsteps.

Legislation No Bearing

It is believed Commissioner Craven reached his decision not to seek reappointment some months ago. He feels, according to his friends and confidantes, that, having spent some 30 years in Government service, he should reenter private business. A number of offers have been made him to take executive posts in radio and to reenter private engineering practice.

Evidently pending legislative proposals to reorganize the FCC had no bearing whatever on his decision. The current draft of the White-Wheeler bill (S-814) to reorganize the FCC is understood to provide for a five-man commission. Chances for enactment at this session, however, are not regarded too optimistically. Terms on the FCC are for seven years. Each June 30 a term expires.

Tunis Augustus Macdonough Craven was born on Jan. 31, 1893, in Philadelphia. He graduated from the Naval Academy with the class of 1913 and came from a long line of Naval officers, dating back to the American Revolution.

In 1928, when the original Federal Radio Commission was a year old, Comdr. Craven was loaned to that agency as its chief engineer by the Navy. He formulated the basic engineering plans under which the original Commission functioned. Recognized as one of the country's foremost radio authorities, while in private practice he designed and installed the first directional antenna placed in operation in this country.

Adept at international negotiations, Comdr. Craven has attended virtually every international conference since 1920, as chairman, delegate or technical adviser. He was chairman of the American delegation to the Inter-American Radio Conference in Havana in 1937, which negotiated the treaty resulting in the reallocation of broadcast frequencies among the nations of this continent.

He maintains his legal residence in Virginia, a few miles outside of Washington.

KGNC to Cut In

PLANNING of "all out" coverage of European invasion news by KGNC Amarillo, Tex., was announced last week by Raymond D. Hollingsworth, station general manager, in a letter to all the station's advertisers, in which he notified them that repeated interruptions of regularly scheduled programs "without advance notice" will be made when the news importance warrants it. Such interrupted programs, he said, will be rescheduled at the best possible time, or necessarily omitted, adding that "we do believe you will agree with us that listener audience will be at such an unprecedented peak at all periods of the day and night that any time whatever will be invaluable." Howard H. Wilson Co., Chicago, represents the station.

WIBG Staff Expanded

WITH the recent addition of O.T. (Midget) Majer and Paul Kingsley to its news staff, WIBG Philadelphia has prepared for complete invasion coverage. In event the story should break while station is off the air (1 to 6 a.m.) preparations have been made which will have it on the air within 10 minutes.

A SECOND star for its Army-Navy "E" flag has been awarded for excellence in war production to Sprague Electric Co., North Adams, Mass.

THE RADIO PROGRAMS DEPARTMENT
OF TIME MAGAZINE
Announces With Pleasure That
THE WELCH GRAPE JUICE COMPANY
Through
H. W. KASTOR & SONS
Will Sponsor
TIME VIEWS THE NEWS
4:30-4:45 E.W.T.—Monday, Wednesday, Friday
Over
The 183 Stations of the Blue Network
Beginning June 5th
The Radio Programs Department of Time Magazine
The March of Time—
Time Views the News—
Let's Learn Spanish
Aprendamos Inglés—The World and America

Call for 70,000 Volunteers to Assist Ration Boards Included on OWI Packet

A CALL for 70,000 voluntary workers to assist local War Price and Rationing Boards in obtaining compliance with price regulations will be carried through network programs on the OWI Domestic Radio Bureau allocation schedule for the week beginning May 29.

In addition to the network allocation, women's programs on all stations are being asked by the OWI Women's War Guide for June to include messages for the Price Panel Assistants recruiting campaign. Appeals will be directed especially to housewives to devote as much time as they can spare from household duties to make an important war contribution. The volunteers are needed by OPA to acquaint 600,000 food stores with ceiling price regulations.

Absent from the radio packet for the first time in several months is the allocation for War Bonds, which will be resumed with the inception of the Fifth War Loan.

Continuing from the previous week are the campaigns for WAC enlistments and Play Square With Gasoline.

Returning to the schedule are V-Mail, Careless Talk, WAVE recruiting, and Crop Corps. The last subject, assigned to National Spot Allocation, is a campaign to enlist millions of men, women, boys and girls who do not ordinarily work on farms to help bring in the nation's 1944 food crops. Older school children, teachers and others with free summers are being urged to volunteer now for farm work while those with only a few days or weeks are asked to wait for local calls for help.

The Radio Bureau's Women's War Guide lists for June several new campaigns through which women's programs can be especially helpful. Among these are Cut Food Waste, advocating use of leftovers and other economies; a program to provide summer recreation for small children; and the Prepare for Next Winter campaign.

Copies of the Guide may be obtained from Mrs. Marion Sabatini, OWI Domestic Radio Bureau, Social Security Bldg., Washington, D. C.

OWI PACKET, WEEK MAY 29

Check the list below to find the war message announcements you will broadcast during the week beginning May 29. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Price Panel Assistants	X	--	--	--	--	--	--
WAC	--	X	X	X	X	X	--
Play Square with Gasoline	X	--	--	--	--	--	--
V-Mail	--	--	X	--	X	--	--
Careless Talk	--	X	X	X	X	--	--
Crop Corps	--	--	--	--	--	--	X
WAVES	X	--	--	--	--	--	--

See OWI Schedule of War Messages 110 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

DR. PRESTON BRADLEY, who conducts church services on WJJD Chicago, on May 7 celebrated his 20th anniversary of continuous broadcasting. He has been on WJJD 14 years.

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC. National Representatives

WQAM

THE VOICE OF TROPICAL AMERICA

MIAMI

CBS AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT
All surveys agree WRC leads morning, afternoon and night.

First
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
NBC Washington

FELLOWSHIPS GIVEN MINISTERS BY NBC

NBC and the Congregational-Christian churches, in an effort to unite the church and radio on a closer basis will award five fellowships each year to ministers in the active pastorate. The ministers, to be selected from cities in which NBC has affiliates or managed and owned stations, will attend one of NBC's summer institutes on radio techniques in Chicago, Los Angeles or San Francisco. The fellowship awards will cover tuition and incidental expenses at the institutes.

In addition, a second type of fellowship, carrying a stipend of $1,000, will be awarded each year to an outstanding seminary graduate by the Chicago Theological Seminary. Winner also will attend one of the three summer institutes and subsequently finish the remainder of his fellowship-year working on an NBC station staff. All fellows will be chosen solely upon the basis of their ability and promise in the field of radio. Their denominational affiliation will not be a factor.

Dr. James Rowland Angell, NBC public service counselor, in announcing the plan stated: "The importance of radio for the churches of America has received rapidly increasing recognition in recent years, and certain of the seminaries have set up training courses in this field for young men going into the ministry."

The three NBC summer institutes are at Northwestern U., U.C.L.A., and Stanford.

Trammell Statement on Television

(Continued from Page 9)

nical phases of television, assigned to the respective Committees.

For the past six months these television engineers have sat in committees and have considered all technical matters pertaining to television and particularly to the influence of war time developments having practical bearing upon television. With respect to the visual transmission standards, they have made their recommendations to the main Television Panel. On April 14, 1944 after thorough consideration of the recommendations, the Panel voted unanimously to accept the proposal for visual transmission, including a frequency allocation plan for 26 television channels, covering the band of frequencies from 50 to 246 megacycles.

Coordinated Effort

NBC feels confident that when the engineers, coordinating their efforts through the RTPB have submitted their recommendations on standards and allocations to the FCC they will be given careful consideration.

It is unfortunate that at this time, non-technical people should involve themselves in a controversial discussion as to what is now in the research laboratories and what may possibly come out of those laboratories by the end of the war. Neither is it proper that non-technical people should attempt to evaluate the practical application of embryonic developments before those technical developments have been proved in practice and evaluated by the leading television engineers of the industry.

Television is a precise and highly complicated technical system and should be discussed and evaluated at this time only by engineers, who through long experience with the problems of television have demonstrated their competence to do so. After the recommendations of the engineers of the RTPB have been submitted to the FCC will be the appropriate time for non-technical executives and management to determine broad questions of policy in the light of the information made available to them by the engineers of the industry.

In the history of all great technical developments there comes a time when the invention takes on a practical application and becomes of value and of service to the public. The telegraph, the telephone, the automobile, radio broadcasting, and the motion picture, when they first became of service to the public were not comparable to the high practical perfection to which they have now been developed through several decades of commercial application. It could have been argued that the public should not have these great inventions until they had twenty or thirty years development in the laboratories and could be launched in their present state of high practical perfection. Had that been the attitude in those days, no progress would have been made, as such advancement as these industries have enjoyed, has only come about through participation by the public and through public cooperation and demand. The public would not have had the great broadcasting system which it now enjoys had we waited for the development of the modern transmitter and receiver.

Television should not be held from the American public while experimenters deal in theory and supposition. Otherwise, we will find that other great nations will have established television systems shortly after the war, while the American public listens blindly and the citizens of other great countries both see and hear. Television is an American invention, and Americans should be the first to benefit by the greatest mass communications system of all time.

In the post-war period when standards have been established by the Federal Communications Commission, based on recommendations of the engineers of the industry, NBC will be ready to give the American public network television based on the best practical standards then known to all concerned.

Heads Radio Drive

FRANK K. WHITE, CBS vice-president and treasurer, has been named chairman of the radio broadcasting division of the Greater New York Fund's Seventh Annual Campaign on behalf of hospitals, health and welfare agencies in New York City. Larry Bennett, vice-president of McCann-Erickson, who heads the advertising and publishing for the campaign, announced the appointment.

TIP
on selling
in the DETROIT AREA

The repeat business of satisfied advertisers, plus our all-time high in time-sales proves plenty. It proves that CKLW's 5,000 watts at 800 kc. gives you the largest concentrated coverage in this great market. Shrewd time-buyers have reason to know we're a great station. Facts and figures can be yours for the asking!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

2½ MILLION
people under our antenna . . . *Not all of them listen to us all the time . . . but enough like "News on the Hour Every Hour" and "Good Music All Day Long" to make WCAR an outstanding buy.*

WCAR
PONTIAC, MICHIGAN
The Pearson Co., Nat. Reps.

Cohn Resigns FCC Post; Enters Private Practice

MARCUS COHN, chief of the Field Section of the FCC Law Dept., last week announced his resignation to enter private practice in Washington, specializing in radio and administrative law before other Governmental agencies. For several months he will be occupied in filling prior commitments, following which he will formally announce his entry into the radio and administrative field.

Mr. Cohn

With the FCC for nearly four years, Mr. Cohn participated in the newspaper divorcement and other important broadcast proceedings. A native of Tulsa, he was graduated from U. of Chicago cum laude in 1938, and took a postgraduate course at Harvard under a fellowship in 1939-40. He was in private practice in Tulsa with Milsten & Milsten prior to joining the FCC.

A principal attorney, Mr. Cohn had headed the Field Section, which is due for sharp curtailment July 1 because of an expected cut in FCC appropriations. Skeleton offices, it is understood, will be retained in New York, Los Angeles and Chicago.

Fifth CBS 50 kw Outlet On Air for OWI, CIAA

WCBN, 50 kw shortwave transmitter, went into operation May 1, bringing to a total of five the number of 50 kw transmitters operated on the East Coast by CBS for the Office of War Information and the Office of the Coordinator of Inter-American Affairs.

Replacing WCDA, a 10 kw transmitter, the new outlet will beam programs in eight languages to enemy-occupied territories and liberated areas on the European continent. It also will carry programs in Spanish to Mexico and the Central American republics. Other East Coast stations operated by CBS for the Government agencies are WOOC WOOW WCBX WCRC.

Fly Urges Industry Wait on Television For Developments of Wartime Research

FOLLOWING is the full text of the FCC press release issued May 3 setting forth Chairman James Lawrence Fly's views on the current controversy over television standards:

Chairman James Lawrence Fly of the Federal Communications Commission today announced that in the near future he will make a comprehensive statement of his individual views on the future of television standards.

The development of television was brought prominently into the news with a recent statement by the Columbia Broadcasting System urging that broadcasters, manufacturers and the government prepare now for a change of standards of higher quality television pictures.

Enough progress has been made in electronics during the war to make the "good enough" pictures of prewar vintage seem not good enough at all in terms of postwar possibilities, CBS asserted. "If new television standards are inevitable (CBS believes they are) then the quicker they come, the better for the manufacturer," the CBS statement declared.

Chairman Fly said today: "It has been my view that the highest developments which our television technicians are capable of producing should be made available to the public so soon as may be feasible, consistent with the over-all economic picture.

"At the same time it would be foolhardy to lock down future television service to the pre-war levels. Wartime research has been very productive.

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements by artificial restrictions for the sake of temporary profits. And there should be no locking of doors against current research and development. Time should be taken now in doing this job rather than in debating what the engineering standards would be if the Commission were to fix them today.

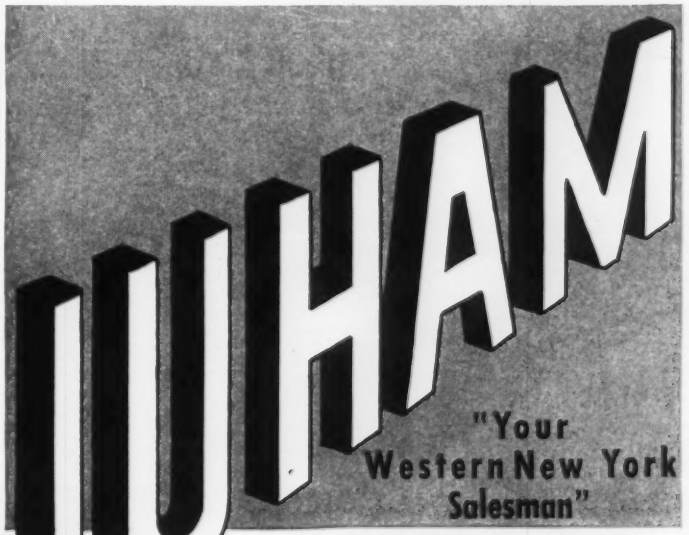
FCC Cooperating

"The Commission is concerned with the orderly introduction of any new standards which may be deemed desirable. This it will do in ample time to clear the way for production when production is possible.

"I assume that the FCC will not take any official action changing television standards until the Radio Technical Planning Board completes its present researches and submits its recommendations. Engineers of the Commission have been working closely with the Board and with other interested agencies.

"I have every reason to believe that the broadcasting industry, the manufacturers and the public will maintain an attitude of cooperation, patience and understanding while these problems are being thrashed out.

"It should be remembered that public discussion of television developments in war laboratories is handicapped by the lack of specific information which is of course, a closely-guarded military secret."



ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the NATIONAL BROADCASTING COMPANY

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

The OPEN DOOR to the prosperous homes of the important EL PASO TEXAS MARKET

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives

PACIFIC COAST PROGRAM NOTES

Hear Ye, Diogenes! — Here's the "Blue" and your Search is over.

The "Blue" said two years ago:

"Breakfast at Sardi's" would be a winner. "Breakfast at Sardi's" would sell sponsor's products like hotcakes. "Breakfast at Sardi's" would have a waiting list of sponsors.

These were honest statements of fact, not prophecy. To-day, the truth is out:

"Breakfast at Sardi's" is in First Place* among the nation's morning shows! "Breakfast at Sardi's" is a commercial paradise with a waiting list as long as your arm.

It's a wise hat that knows Tom Brenneman, your host on Sardi's!

NOW on the Pacific Blue Network is another true-blue bet!

"What's Doin', Ladies?" has the sales-proved format of "Sardi's."

"What's Doin', Ladies?" has the nimble-witted, super-salesman, Art Linkletter. "What's Doin', Ladies?" has, in truth, the hallmark of a winner!

Believe us this time, and don't wait in line!

"Speak of Glamour" and Art Linkletter goes to work.

"What's Doin', Ladies?" is on during one of the high tune-in points of the day . . . 2:00 to 2:30 P. M.

"What's Doin', Ladies?" has more than one-half of the commercial time already sold . . . fifteen minute units two or three times a week are still available.

"What's Doin', Ladies?" demands action. Get a complete presentation from your nearest Blue Network Office or . . .

BLUE SPOT SALES
New York • Chicago • Hollywood
Detroit • Pittsburgh

*March 1944, Hooper National Report

PACIFIC BLUE NETWORK

NBC
MUTUAL
TRI-PENN
MARKET
WKBO
Harrisburg
WORK
York
WGAL
Lancaster
The PLUS Buy
in the Heart of
PENNSYLVANIA

These three stations offer you a responsive, ready-made audience. They can be bought as a package at an exceptionally attractive low combined rate—or, purchased individually.

Sales Representative:
PAUL H. RAYMER

DAR Opposes Throttling Speech Freedom on Air

EVIDENCING concern over freedom of speech controversies, the 53rd Congress of the National Society of the Daughters of the American Revolution, meeting in New York, passed a resolution unanimously condemning any attempt to "curtail or throttle" freedom of the air

Text of the resolution follows:

WHEREAS, the radio constitutes one of the greatest educational and recreational features within the home, and

WHEREAS, because of its great value in expressing the truth on vital matters of interest to the people—such as the conduct of the war and the state of the nation—can now be reliably and freely broadcast with centralized censorship,

"RESOLVED, that the National Society of the Daughters of the American Revolution, in 53rd Continental Congress assembled, go on record as protesting against any attempt to curtail or throttle the freedom of the air and to support such radio associations as are fighting to retain that freedom.

Sinclair Expands

SINCLAIR REFINING Co., New York, in an advertising expansion into 73 key cities, has started Frank Singiser, commentator, on 30 eastern MBS stations, continuing Arthur Hale, commentator, on 113 midwest and southwest MBS stations. Both commentators are heard Tuesdays, Thursdays and Saturdays, 8-8:15 p.m. Extensive newspaper advertising is included in the new campaign. Agency is Hixon O'Donnell Adv., New York.

Hub Renews

HENRY C. LYTTON & Sons (The Hub), Chicago department store, on May 1 renewed its *Kid Commentator* program, Saturdays at 11:30 a.m. (CWT) on WJJD Chicago. Program is conducted by Al Hattis, 16 year-old writer-producer-commentator with a format consisting of high school news and interviews. Commercials for teen agers are designed to promote the Hub's Campus Shop. Contract is for 52 weeks. Program was placed by Junior Radio Productions.

Winters to New Post

HAROLD M. WINTERS has been named manager of the new east-central RCA Victor Division region with headquarters in Cleveland, Frank M. Folsom, vice-president in charge of the division, announced. Boundaries of the new region include Ohio, Michigan, Kentucky, West Virginia and the western portion of Pennsylvania. Mr. Winters joined RCA Victor in 1926 and since that time has served in various sales capacities, most recent of which was distribution and market research studies for the company in Chicago.

CELEBRATING National Music Week, which began May 7, WQXR New York is carrying a series of talks by British music authorities. Talks are shortwaved and recorded by BBC for WQXR.

RAILS IN TEST
RRB Selects WAGA Atlanta For Spot Campaign

OWI's "strenuous objections" to the Railroad Retirement Board using paid advertising in newspapers and requesting free time on radio for soliciting personnel, has resulted in the board shifting it's budget with allocations for the purchase of radio time

and selection of WAGA Atlanta as the "test" station to weigh the advisability of broadcast advertising for enlisting new railroad personnel.

H. H. Dashiell, regional director of the RRB, acted as purchasing agent for the railroads and the Government in contracting for the original paid announcements, while formal contracts were signed by Government officials.

Discussing spot plans are (l to r): Charles Smithgall, WAGA general manager; Jim Bailey, station salesman; Mr. Dashiell.

Stanback Adds 16

STANBACK Co., (proprietary) has added 16 stations for transcribed announcements. New stations are: WWNC WEGO WOC KLZ WLAW KFI WSIX KOMA WFCI WMBD KQV WCAE KFSD KTUL KFH WTAG. Agency is J. Carson Brantley Adv., Salisbury, N. C.

Garver Back on Job

ROBERT GARVER, sales manager of WJZ New York, has returned to his desk after a year's sick leave. Clocum Chapin, acting sales manager in Mr. Garver's absence, transfers to the Blue Network sales staff. Mr. Chapin formerly was general manager of WSRR Stamford, Conn., and sales manager of WKBN Youngstown, O.

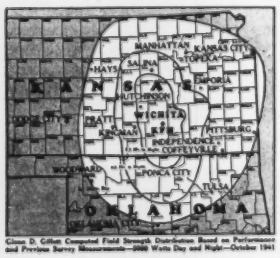
Wichita KFH

Cessna Aircraft photo

Relaxing after another week's work at Wichita's Cessna Aircraft.

Plenty of Oomph, Wampum too, in Wichita—where everything goes double, including Wichita's doubled population with a spendable income per family that is more than double!

In sound, solid sales gain, Wichita tops the booming Southwest, stands second in the entire nation, with more than $16,000,000 in monthly retail sales! Behind the fabulous aircraft industries of boomtown are Wichita's natural and timeless resources—grain and oil. Its future is doubly assured!



Forward looking advertisers are buying the present and the future with that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS 5,000 WATTS DAY AND NITE. CALL ANY PETRY OFFICE

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

RID, FBIS to Be Further Probed By House Committee

Hart, Miller, Wigglesworth to Resume Hearings Tuesday, Despite Pressure for Postponement

DESPITE efforts of Administration forces to delay further inquiry into the Radio Intelligence Division and Foreign Broadcast Intelligence Service of the FCC, the House Select Committee to Investigate the Commission on Tuesday (May 9) will resume hearings with the RID-FBIS the Number One order of business.

That announcement came late Friday following a brief informal session of the Committee on the House floor. Reps. Hart (D-N. J.), acting chairman; Miller (R-Mo.) and Wigglesworth (R-Mass.), only members in Washington, unanimously agreed to go ahead with the RID-FBIS inquiry, although Rep. Hart previously had said he did not favor immediate resumption of the hearings in that phase of the probe [BROADCASTING, May 1]. Rep. Hart added, however, that he would not attempt to block the Committee's progress.

Appropriations Decision Due

With Chairman Lea (D-Cal.) and Rep. Magnuson (D-Wash.), campaigning in their respective areas, FCC Chairman James Lawrence Fly is understood to have objected to the Committee delving into the RID-FBIS without Chairman Lea's presence.

The FCC 1945 fiscal year appropriations will be decided probably this week, according to members of the House Appropriations subcommittee on Independent Offices. Conferees were scheduled to meet last week, but formal naming of House members was postponed by Speaker Rayburn until today (May 8). More than $2,000,000 so far has been slashed from the FCC budget request.

At a brief hearing last Tuesday the Select Committee heard objections from Rosel Hyde, assistant general counsel of the FCC in charge of broadcasting, against further inquiry into alleged FCC dereliction in transfer of control of WORL Boston. Mr. Hyde said the WORL license comes up soon for renewal.

Charles R. Denny Jr., FCC general counsel, again brought up the Horst Wessel, Nazi hymn, when he took issue with a letter of April 26 from Louis G. Caldwell and Reed T. Rollo, Washington counsel for WBNX New York, contradicting Mr. Denny's testimony that the song was played on the station in 1937 or 1938 [BROADCASTING, May 1]. He stated that he merely repeated testimony furnished by the station's counsel in a letter to Chairman Lea dated April 19.

Mr. Denny pointed out that WBNX counsel "failed to mention that a German announcer named Herbert Oettgen, who remained at the station until March 8, 1942, by his own admission also used the song during his broadcasts. The record before your Committee already contains testimony that Oettgen was dismissed from Station WHOM in 1934 for 'seeming Nazi inclinations'."

The German announcer's removal from WBNX, Mr. Denny continued, occurred shortly after Dorothy Thompson, newspaper columnist, described Oettgen as "president of Radio Rundfunk, which produces and sells phonograph records in German", who "widely advertised and sold records of Hitler, the Horstwessel Lied and other Nazi marching songs" and "boasted of friendship with Bund leaders and he is still . . . speaking over the German language hour broadcast by German furniture stores."

Mr. Hyde told the Committee that it would not be appropriate to go ahead with any discussion of the WORL matter as it may have some bearing on the Commission's action with respect to the station's application for license renewal

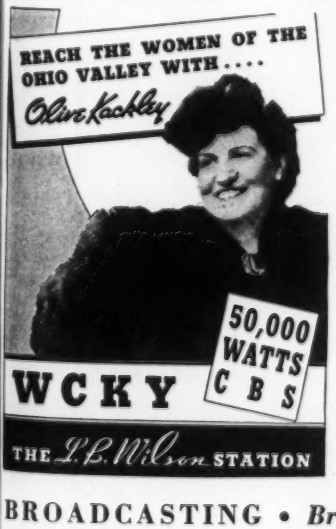
In reply to questioning by Rep. Hart, he said the application will be filed at the end of May and that the FCC will want to make a complete review of all the matters with reference to the station.

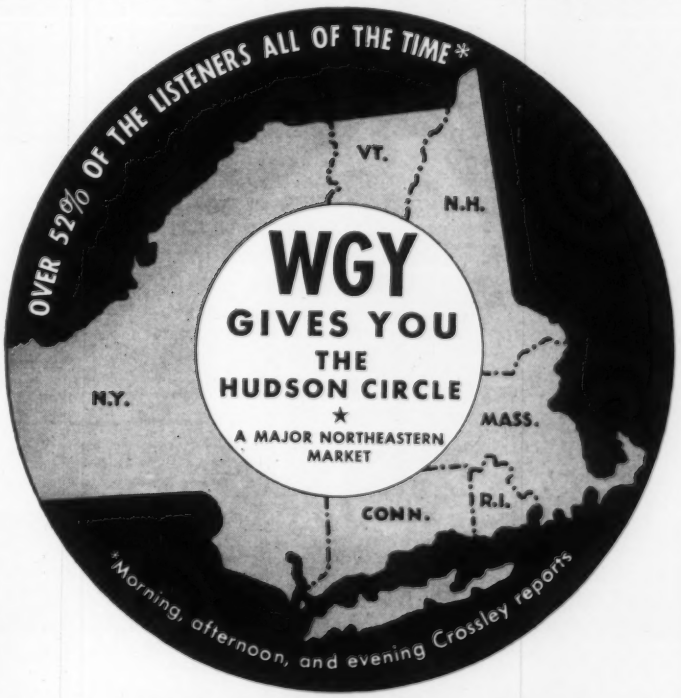
Kobak a Grandfather

EDGAR KOBAK, executive vice-president of the Blue Network, last Tuesday received word of the birth of his first grandchild, a son, to Lt. and Mrs. James B. Kobak. The child was born at Alexandria, La., where Lt. Kobak is stationed.

KID to Mutual

KID Idaho Falls, becomes a full-time affiliate of Mutual, operating on 1350 kc, with 5,000 watts daytime and 500 watts nighttime. On July 1, date set for the transfer of ownership from Jack W. Duckworth to a syndicate of Idaho and Utah businessmen, subject to FCC approval. [BROADCASTING, May 1].





GENERAL ELECTRIC

SCHENECTADY WGY NEW YORK

50,000 watts — NBC — 22 years of service

Represented nationally by NBC Spot Sales

WGY-174

The All Star BUY in Baltimore
WCAO
THE VOICE
OF BALTIMORE
★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Send a V-MAIL today
Keep up morale

Home front news is vital on the fighting front. Write a fighting man *today*.

Hotel Mayfair
SAINT LOUIS
Air-conditioned Noiseproofed

Fly Supports CBS Video Stand

(Continued from Page 9)

quency channels 20 mc wide for experimentation looking toward an improved service, which may include color and higher definition.

The only difference between the CBS and the panel proposals, he said, is that the panel has set up no machinery for the transition from the present to the improved standards. CBS, in its plea for transmitting the wartime improvements in electronics into better peacetime television as soon as possible, said: "A single year of concentrated effort in a dozen engineering laboratories should prove the case for better television pictures or else disprove it."

Develop by Steps

Dr. Alfred N. Goldsmith, radio engineering consultant and vice-chairman of the RTPB, said that to him the whole theory that the final answer must be reached before television is allowed out in public seems dangerous. Stressing the fact that he was speaking for himself only, he pointed out that when the standards set up by CBS are achieved, someone else may propose keeping television in the laboratory until the color pictures are as finely defined as the black-and-white images, and then until electronic color is perfected, and then until television can produce three-dimensional pictures and so on into the distant future.

The normal way of improving a product is to start by producing a Model T Ford, he said, and improve it step by step and year by year until you have a Lincoln, meanwhile letting the public enjoy the best you can produce at any time in the process. This system also provides an income for further experiments all along the line, he added, asking where the dozen laboratories which CBS asks to devote a year to television research are to get their financial support during that time.

Dr. Goldsmith also pointed out that the British found a receptive public for 405-line pictures in the pre-war period and that if we wait for better than 525-line images we will find them again far ahead of us in the post-war era. He also asked what the television industry is to say to the servicemen returning home skilled in radio and radar and seeking jobs requiring those techniques. "Can we tell them we're busy experimenting and to wait around for a year or two?," he asked.

CBS expressed the belief that "no serious problem exists" in transmitting its wide-band (16 mc) images over long distances, either by radio relay or coaxial cable. AT & T engineers, queried on this point by BROADCASTING, replied that the CBS proposed standard would require a 9-mc band in place of the 4-mc band currently needed.

They expressed confidence that for local service, they could provide 9-mc transmission, but they pointed out that new circuit designs would have to be worked out. For long distance service, they said that the present coaxial repeaters are 3-mc instruments, providing an effective video band of 2.77 mc. Seven-mc repeaters are now under development and are expected to be available within two or three years after the war, they stated, adding that with such equipment they had planned to provide a 4-mc band for television transmission, plus 480 telephone circuits, but that without the telephone circuits the full seven mc could be used for a video signal.

Du Mont Speaks Personally

The telephone engineers said that there is no limit imposed by their conductors and that they can work out effective repeaters for any band width, but they declined to make any estimate of the amount of time which might be required to perfect means for such wider band transmission.

Allen B. Du Mont, television manufacturer and operator of a video station in New York also is president of Television Broadcasters Assn. which last week issued a statement describing the CBS proposals as dealing "in the realm of speculation and not based on experience or sound technical principles," expressed a personal opinion that in contrast to the proved practicality of 525-line picture transmission the broadcasting and reception of finer-screen images is an untested proposition.

Emphasizing the fact that he spoke for himself only and not for TBA, Mr. Du Mont pointed out that the manufacturing companies which support the present standards are all engaged in production of equipment for the armed services and so are in a position to know the extent of electronic progress, while CBS is a network and not a manufacturer.

Meanwhile, CBS has put in reservations with General Electric Co. for two television transmitters, including studio equipment, under the plan recently announced whereby a deposit of war bonds gives the depositor priority on post-war delivery of video equipment [BROADCASTING, May 1]. CBS reservations are for a 40-kw transmitter, for use in New York, and a 4-kw station for which the network intends to apply in Hollywood.

MAURY GAFFNEY, formerly on the CBS sales promotion staff and for the last several years with Magazine Marketing Service, has rejoined CBS as assistant to George Crandell, director of press information.

C. E. HOOPER, INC.
FEBRUARY-MARCH 1944
STATION LISTENING INDEX — MIAMI, FLA.

	WIOD	B	C	D
MORNING INDEX 8:00-12:00 A. M. Mon. thru Fri.	28.2	21.1	31.3	19.4
AFTERNOON INDEX 12:00-6:00 P. M. Mon. thru Fri.	41.8	32.6	13.2	12.4
EVENING INDEX 6:00-10:00 P. M. Sun. thru Sat.	48.5	27.6	15.7	8.1

MIAMI — Florida's largest and most productive market.

WIOD—The station most people listen to most.

WIOD MIAMI
5000 Watts - 610 KC
NBC

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Hooper Survey

(Continued on Page 12)

release of the identities of the 89 cities, which two networks have requested, the letter states. Letter argues that in smaller communities there is a problem of interviewing listeners too often and that if the list is released it may be used without regard to the frequency of calls.

"This may destroy the cooperative spirit of the listener or 'condition' his response," the letter states. "What is more, if a comprehensive survey of all programs is to be repeated at some future date, it is not inconceivable that individual vendors of radio network time might choose to concentrate program promotional efforts in these 89 cities in order to temporarily warp the listening pattern during the period of the survey."

Preliminary tabulation of the responses show almost unanimous rejection of the release of the names of the cities at this time, Hooper reported late last week.

WKY Public Service

HIGH RANKING naval personnel from the Oklahoma area, including Rear Adm. Andrew C. Bennet, commandant of the Eighth Naval District and officers of his staff, were informed of the death of Secretary of the Navy Knox over WKY Oklahoma City, while attending a weekly forum meeting of the Oklahoma City Chamber of Commerce. WKY pipes a special five-minute news synopsis from its newsroom to the meeting and at 12:30 came the announcement, "Frank Knox, Secretary of the Navy, died at 12:08 p.m. Oklahoma time." The audience rose as a mark of respect to the late Secretary, while presiding officer, the Rev. John Abernathy, led the audience in prayer. Rotary and Kiwanis clubs also receive this WKY special service feature at their weekly luncheon meetings.

Hettinger Resigns OWI Post; Opens Own Office

DR. HERMAN S. HETTINGER, deputy director of the Domestic Branch of the Office of War Information, on May 1 resigned to return to private business as a marketing consultant, headquartering in New York and Washington. Following accumulated leave, he will announce formally his future operations.

Dr. Hettinger

Dr. Hettinger originally joined the OWI Bureau of Campaigns as manager in October 1942 and became deputy director under a reorganization in 1943. In the latter capacity he coordinated the national informational activities of the Office of Economic Stabilization, Treasury, National War Fund, Red Cross, National Housing Agency and Office of Civilian Defense. Before joining OWI he was associate professor of advertising and marketing at the Wharton School of Finance and Commerce, U. of Pennsylvania, and also engaged in economic consultancy.

George W. Steffy New Yankee Vice-President

ELECTION of George Welsh Steffy, director of production, as vice-president in charge of programs of the Yankee Network, was announced last week by John Shepard 3d, chairman of the board and general manager. A native of Providence, Mr. Steffy, 36, began in radio 17 years ago with the Yankee Network. He started with WEAN, Yankee station, in the fall of 1927 as a radio operator.

Mr. Steffy

While still a student, he assisted in the building of WEAN's first transmitter. After graduation from Providence College in 1929, Mr. Steffy was transferred to WNAC Boston, Yankee key. He became production director for WNAC in 1935 and was appointed to the same post for the network in New England.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SINCLAIR REFINING Co., New York (petroleum products), on May 2 starts Frank Singiser on 30 Eastern Mutual stations, Tues., Thurs. and Sat., 8-8:15 p.m., continuing Arthur Hale same time, same days on 113 Mid-West and Southwest MBS stations. Agency: Hixson O'Donnell Adv., N. Y.

WELCH GRAPE JUICE Co., Westfield, N.Y., on June 5 starts *Time Views the News* on 183 Blue stations, Mon., Wed., Fri., 4:30-4:45 p.m. Agency: H. W. Kastor & Sons, New York.

Renewal Accounts

BELL TELEPHONE System, New York, on April 24 renewed for 52 weeks *The Telephone Hour* on 123 NBC stations, Mon., 9-10 p.m. Agency: N. W. Ayer & Son, N. Y.

SOUTHERN SPRING Bed Co., Atlanta, on May 18 renews for 13 weeks *Robert St. John* on 21 NBC stations, Thurs., 10:15-10:30 p.m. Agency: Tucker Wayne & Co., Atlanta.

Network Changes

RKO RADIO Pictures, New York, on May 29 adds some 150 Blue stations to *Hollywood Star Time*, formerly *Luncheon with the Stars*, making a total of about 170 Blue Stations, Mon. thru Fri., 12:13-12:30 p. m. and renews for 52 weeks. Agency: Foote, Cone & Belding, New York.

B. F. GOODRICH CO., Akron, on May 13 replaces *Hook 'n' Ladder Follies* with *Andy Devine's Dude Ranch* and shifts program from New York to Hollywood on 125 NBC stations, Sat., 11-11:30 a.m. Agency: N. W. Ayer & Son, New York.

MRS. RAYMOND CLAPPER, widow of the late Mutual commentator who was killed in an airplane crash in the South Pacific, has been assigned by Mutual to cover the Republican and Democratic conventions in Chicago.

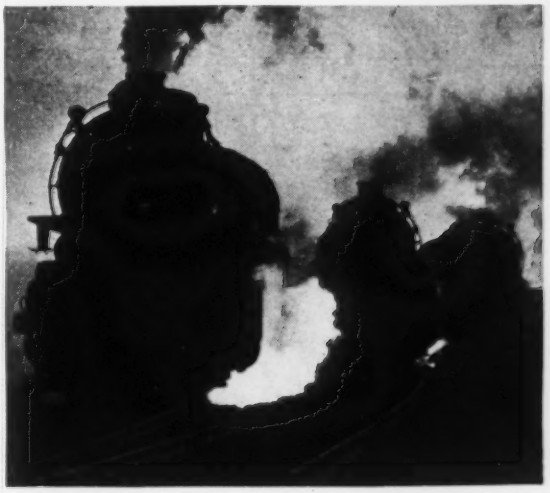
You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY

CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES

NATIONAL RADIO STATION REPRESENTATIVES



THE POWER OF 3...

Radio-wise buyers get all three—coverage, programs and rate—when they pick WDRC for spot announcement schedules. **Connect in Connecticut by using WDRC!**

WDRC

HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 29 TO MAY 5 INCLUSIVE

Decisions . . .

April 29

KSJB Jamestown, N. D.—Granted oral argument on application for mod. license to be held 5-24-44; briefs to be filed on or before 5-22-44.

May 2

KGHF Pueblo, Colo.—Granted petition reinstate and grant application for CP increase 500 w D to 1 kw D, make changes in transmitter, subject to Jan. 26 policy.

WHOP Hopkinsville, Ky.—Granted voluntary assignment license from Paducah Broadcasting Co. to Hopkinsville Broadcasting Co. Assignee, as 66% subsidiary corporation of Paducah Broadcasting, will buy all of station property of any kind for a consideration of 49 shares (65.3%) of assignee's stock and $1,500.

WSON Henderson, Ky.—Granted voluntary assignment from Paducah Broadcasting Co. to Henderson Broadcasting Co. Assignor will transfer all station property for 44 shares (59%) of assignee's stock and a promissory note for $8,251.31 Remaining 31 shares, minority stock, is to be issued to individual members of the station's staff.

WSAP Portsmouth, Va.—Designated for hearing application for CP change 1490 kc to 1240 kc.

KEVE Yakima, Wash.—Granted request to change call letters from KEVE to KTYW.

W2XWV New York—Granted CP change experimental television station to commercial operation on Channel 4, to be located at 515 Madison Ave., New York; make changes in antenna system; and use call letters WABD. Also granted license cover same.

MAY 3

KTBI Tacoma, Wash.—Granted request to dismiss without prejudice application for CP.

WABI Bangor, Me.—Granted motion for waiver Rule 1.382 (b), and appearance in the matter accepted, in re application for mod. CP and license renewal.

KFEQ St. Joseph, Mo.—Granted petition to intervene in hearing on applications of KOMA for CP (requesting facilities of KGGF) and license renewal. Also granted petition to intervene in hearing on application of KGGF for CP and license renewal.

WNBZ Saranac Lake, N. Y.—Continued until June 12 hearing now scheduled May 12 for license renewal.

MAY 4

KXO El Centro, Cal.—Granted license cover CP authorizing change 1490 kc to 1250 kc, increase 100 w to 250 w, install new transmitter. Conditions.

KGEZ Kalispell, Mont.—Granted authority make changes in automatic frequency control equipment.

WRDO Augusta, Me.—Granted license cover CP authorizing increase power to 250 w, install new transmitter and antenna, and move transmitter.

Applications . . .

April 29

WHEB Portsmouth, N. H.—CP increase hours of operation from limited to unlimited, install DA-N.

WOCB Near Hyannis, Mass.—License to cover CP authorizing new standard station.

Crosley Corp., Cincinnati—CP new FM station, 45,500 kc. 13,700 sq. mi., $225,000-$250,000 estimated cost.

Alfco Co., St. Louis—CP new commercial television station, Channel 4 (Amended and resubmitted).

KEVE Yakima, Wash.—Mod. CP for antenna changes and change in proposed transmitter and studio site.

May 1

Summit Radio Corp., Akron—CP new FM station, 46,500 kc.

KQW San Jose, Cal.—CP install new ground system.

KJBS San Francisco—Transfer control from Mott Q. Brunton, Sherwood B. Brunton, Ralph R. Brunton and Mary Brunton to KJBS Broadcasters, a partnership consisting of William B. Dolph, H. D. Pettey, E. N. Bingham, D. W. Clark, H. S. Mark, G. G. Dolph, E. P. Franklin and A. H. Lewis.

Queen City Broadcasting Co., Boise, Ida.—CP new standard station, 1030 kc, 1 kw, unlimited.

School District of Kansas City, Mo.—CP new non-commercial educational station. (Incomplete).

MAY 3

WKBZ Muskegon, Mich.—CP change 1490 kc to 1230 kc.

Georgia Broadcasting Co., Savannah, Ga.—CP new standard station, 1400 kc, 250 w, unlimited.

WOC Davenport, Ia.—CP new FM station, 46,300 kc, 10,600 sq. mi., $50,000 estimated cost.

Blue Network Co., Chicago—CP new FM station, 48,700 kc, 11,000 sq. mi., $122,000 estimated cost.

KSRO Santa Rosa, Cal.—Voluntary assignment license to Ruth W. Finley.

A. S. Abell Co., Baltimore—CP new FM station, 46,300 kc, 6,040 sq. mi., $187,300 estimated cost (Reinstated).

MAY 4

WTAR Norfolk, Va.—CP new FM station, 46,500 kc, 5,702 sq. mi., $39,805 estimated cost.

International Detrola Corp., Detroit, Mich.—CP new commercial television station, Channel 2.

Jackson City Board of Education, Jackson, Mich.—CP new non-commercial educational station (Incomplete).

KNET Palestine, Tex.—Mod. license change operating time from D to unlimited (Incomplete).

Mississippi Broadcasting Co., Macon, Miss.—CP new standard station, 1240 kc, 250 w, unlimited (Incomplete).

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
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in the CONTROL ROOM

J. E. TWEEDDALE, until recently on special leave of absence from Bell Telephone Labs. to Columbia University's war research division, is now in charge of production for certain products in the radio division of the Western Electric Co.

FRANK FENTROSS, former Muzak engineer and brother of John Fentross, WNAC Boston engineer, has arrived safely in England.

JOHN WADDELL, engineer of KFBK Sacramento, Cal., and Jane Downing, receptionist, have announced their engagement.

PVT. CHARLES L. RANGE, former NBC sound technician, is now script writer and studio engineer for the Fifth Army mobile broadcasting station operating from Italy. He is one of six enlisted men who staff the expeditionary station.

J. W. DIETZ, industrial relations manager of the manufacturing department of Western Electric, now on leave with the Government, has been awarded an honorary degree of doctor of engineering by Purdue U., from which he graduated in 1902.

CLAYTON M. WILSON, technician of CBR Vancouver, has joined the Royal Canadian Navy.

MICHAEL PESANELLI, engineer of WORL Boston, is the father of a girl.

JO BASIL and Lillian Talbot are the latest girl operators to be added to the engineering staff of KYW Philadelphia.

JAMES H. BANKS has joined Blue Hollywood as summer replacement studio engineer.

PA Expands

OPENING of Press Assn.'s newest regional news bureau in Indianapolis was announced last week by Oliver Gramling, assistant general manager of the Associated Press radio subsidiary. Frances Butt, formerly of PA's Chicago office is in charge of the Indianapolis bureau, 21st regional office of PA. Harold Burke, general manager of WBAL Baltimore, simultaneously announced acquisition of the AP radio news wire, giving WBAL the three major news services, INS, UP and PA.

MAY 5

WEBR Buffalo, N. Y.—CP new FM station, 46,500 kc, 3,420 sq. mi., $100,000-$125,000 estimated cost.

WCBN Brentwood, L. I., N. Y.—License to cover CP authorizing new international station.

KRMD Shreveport, La.—Voluntary assgn. license to T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford Sr., and Mrs. R. M. Dean, a partnership d/b Radio Station KRMD.

KSEI Pocatello, Ida.—Mod. license increase 250w N, 1 kw D to 500 w N, 1 kw D.

Jam Handy Organization Inc., Detroit.—CP new commercial television station, Channel 1 (Incomplete).

Tentative Calendar . . .

KOMA Oklahoma City—CP 5 kw D, 500 w N, 690 kc, unlimited (Facilities of KGGF). Also license renewal. Consolidated hearing with KGGF set for May 10.

KGGF Coffeyville, Kan.—CP 690 kc, 1 kw DN, unlimited. Also license renewal. Consolidated hearing with KOMA set for May 10.

WNBZ Saranac Lake, N. Y.—License renewal hearing set for May 12.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word All others, 15c per word. Bold face caps 30c per word. Effective May 22 ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

WANTED — TRANSMITTER ENGINEER HOLDING RADIOTELEPHONE FIRST LICENSE FOR 5 KW MID-WEST STATION. $42.50 WEEK AND EIGHT OR MORE HOURS OVERTIME. SUPPLY OUTLINE OF EXPERIENCE, EDUCATION, DRAFT STATUS, AND ENCLOSE A SNAPSHOT. ADDRESS BOX 90, BROADCASTING.

Experienced radio announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

RIP SNORTIN' double-barreled, punch-packin' hillbilly gang wanted to plow up rich, virgin territory. Must have flashy personal appearance, plenty of zip, dash, verve and raciness. Great opportunity. Five, six or seven pieces. First send pix and details to Box 207, BROADCASTING, then await request for recording. Lightning action imperative!

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State Starting Salary desired and draft classification. Box 209, BROADCASTING.

Wanted—Promotion and Publicity Director for a prominent regional station—NBC affiliate. A fine opportunity for a man with experience and ideas. Should have some knowledge of display advertising. Send complete details on background in first letter, together with a photograph. Box 228, BROADCASTING.

COMMERCIAL MANAGER and **SALESMAN** to hold present national and regional business and develop new accounts that type. Establish farm operation. Mail pull record. Eastern state. Not a local. Ability will insure the future. State complete experience, radio or otherwise, education, salary expected, and draft status. Box 234, BROADCASTING.

Ohio Blue Network Station 250 Watts has opening for Chief Engineer. Ideal place to live. RCA equipment. Box 243, BROADCASTING.

CHIEF ENGINEER—For 5kw Station. Capable taking complete charge. Experienced in new construction, maintenance, recording, etc. Permanent position. Real present and post-war opportunity to proper person. Detail previous experience, age, draft status, references and salary expected. All replies confidential. Box 996, BROADCASTING.

WANTED: Chief Engineer, 250 Watt, Blue Network Station. State salary and experience. WGRM, Greenwood, Mississippi.

OPERATOR—Over draft age for permanent position. State reference, education, and experience. Include photo, Write Technical Manager, Radio Station WFDF, Flint, Michigan.

ANNOUNCER-NEWSCASTER. Draft exempt. Must have some experience. Basic salary $40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Chief Announcer—Sportscaster—M. C. experienced—30 years or older—War Labor Board ceiling 80c hr—overtime permits $40.00 week or more. CBS affiliate. College town, 25,000. Moderate living costs, center Dude Ranch country, nice climate year around. **Also newscaster** 70c hr, range $36.00 to $38.00 week. Send audition recording. Write KGVO, Missoula, Montana.

Engineer—First or second class; permanent position with future; limited announcing required; give all details first letter including salary requirements. KGFW, Kearney, Nebr.

Wanted Transmitter Engineer. First or second class license by CBS affiliate. For details write or wire Chief Engineer WIBX, Utica, New York.

Help Wanted (Cont'd)

Combination newsman announcer modern newspaper-owned local station. PA 24 hour wire service. Heart southern Wisconsin's dairy, industrial lake region Looking for industrious man presently employed seeking improvement and security in permanent job. No floater. Newspaper recognized as outstanding in industry. Radio Station established 1930. Member Wisconsin Network and Mutual. Young progressive organizer. Airmail photo, experience, voice transcription, references. Newsman, WCLO, Janesville Wisconsin.

RADIO TIME SALESMAN—Must have experience calling on national accounts. National chain. Salary open but good. BEST EMPLOYMENT AGENCY, 9 E. 40th St., New York City. LE 2-6719.

THOROUGHLY GOOD DEAL. Two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Need announcer newscaster immediately $40 for 40 hours plus overtime. If interested air express collect transcription, references, experience, and date available. Request immediate reply. Everett Shupe, Mgr., KVOR, Colorado Springs, Colo.

Wanted. Radio Operator with first class license. Apply City Civil Service Board. Room 7, Utilities Bldg., South Laura Street, Jacksonville, Florida. Salary: $45.00 weekly to start, increase in six months.

Experienced announcer who wants permanent connection. Guaranteed minimum $60 week salary and talent. Wire WDAK, Columbus, Ga.

Chief engineer, modern local, newspaper owned station located in heart of Wisconsin's dairy resort, industrial region. Modern furnished living quarters medium size family, rent free. Heat, light, telephone furnished. Position requires complete responsibility efficient operation transmitter plant, studio control, recording, remote equipment, applying for FM. Member Wisconsin Network, and Mutual. Send picture, experience, references, 1st letter. WCLO Janesville, Wisconsin.

Salesman or Commercial Manager—Permanent position; excellent opportunity for man with ambition and ability; prospects unlimited; commission; reasonable advance. KGFW, Kearney, Nebr.

Situations Wanted

Announcer-Program Director. Network experienced. 4-F. Single. 30 years. Go anywhere. Wire Box 242, BROADCASTING.

YOUNG WOMAN, capable, intelligent. Background: announcing, acting, news and continuity writing. can handle turntables, etc., and other aspects of studio operation. Free to locate anywhere. Box 245, BROADCASTING.

Announcer: 4 years experience. Colored—Married 24, 4F, 3rd class permit. Available at once. Box 206 BROADCASTING.

Announcer—single, 4F. Will consider any reasonable offer, preferably Southwest. Box 210, BROADCASTING.

Announcer—Stable character: Good habits. Desires western location with post-war future. Six years radio broadcasting experience. Draft rejected. Box 217, BROADCASTING.

Sales position with progressive organization. Present, Sales Mgr. 250 Watt station. Proven record of results. Draft exempt. All offers considered. Box 223, BROADCASTING.

Radio Copy Approved—By leading advertisers. History background for newscasts. Two years radio singing. College graduate, business course. $40 week. Miss W., 1614 Peachtree, N.W. Atlanta, Georgia.

Situations Wanted (Cont'd)

Continuity Writer, resourceful woman, now employed in continuity department New York radio station, desires change. Experience; announcing, acting, logs, research. Box 246, BROADCASTING.

Available July 1st—Announcer 23, 4F. Dependable. Progressive. Now working. 18 months experience 5 KW station. News, Sports, Ad-Lib Record Shows. Chicago or vicinity preferable. Box 227, BROADCASTING.

Announcer. 4-F experienced, prefer New England. Interested in programming. State salary. Box 244, BROADCASTING.

STATION MANAGER available immediately. Experience working with and giving intelligent supervision all departments. Thoroughly experienced local and national sales. Unquestionable references regarding character and ability. Financially responsible. Reply in strict confidence. Box 229, BROADCASTING.

Young Man, single, 4F, desires connection as announcer with station in or around New England. Wants to learn more about radio business. Previous experience, as announcer on college station. Box 230, BROADCASTING.

EXPERIENCED NEWS EDITOR—Married 4-F. Available two weeks. Box 231, BROADCASTING.

Attention Station Owners. If your production is down and you are interested in employing a new manager write me fully, Box 232, BROADCASTING.

Excellent program man available. Twelve years experience, excellent musical background, draft free, sober and reliable. Highest references available. Announcing ability includes ad-lib, special events, baseball, News. Box 233, BROADCASTING.

NEWS COMMENTATOR, EDITOR, ANNOUNCER. Fully experienced. Pre-war European travel and training. Available soon. Make your best offer. Box 235, BROADCASTING.

Experienced News Commentating, Announcing, Producing, writer seeks connection with station interested production original ideas and offering wide opportunity. BOX 237, BROADCASTING.

Salesman: Sales Promotion: Merchandising man available. Ten years newspaper and five years radio experience. Excellent references: draft exempt. Box 240, BROADCASTING.

Application for Opportunity. Regional network editor-commentator. Experienced lecturer. Six years in radio. Newspaper background. University graduate. Law training. Deferment assured. Box 241, BROADCASTING.

ATTENTION STATION EXECUTIVES—Good man, married, 38, draft exempt, wants permanent position where opportunity exists to grow with station. Experienced announcer, continuity writer, newscaster. Good special events man. Can Sell. Also entertainer of Network calibre. Excellent references. Available May 15th. Write or wire M. E. P. 212 South Bluff St., Janesville, Wisconsin.

Wanted to Buy

Wanted—One KW and ¼th KW transmitters if condition can be made usable. Age no factor. Box 180, BROADCASTING.

Wanted — Broadcast station Transmitter Towers with or without lighting equipment. Box 182, BROADCASTING.

WE 279 A tubes new, used or burned out. Box 205, BROADCASTING.

Wanted to Buy (Cont'd)

WANTED—STUDIO CONSOLE, ANY MAKE, ANY MODEL. P. O. BOX 2204, BIRMINGHAM, ALA.

Before you sell your recorders, cutting heads, and other audio equipment, let me make you an offer. Suite 346-347, 3000 Washington Blvd, Chicago 12, Ill.

Wanted—One Weston Model 425 R.F. ammeter 0-3 amps.; also one Weston Model 425 remote reading R.F. ammeter with external thermocouple, 0-3 amps. Radio Station KANS, Wichita 2, Kansas.

Monitors, Speech Equipment, 250 Watt Transmitter, Associated Equipment. Le-Mieux, 3516 Livingston, New Orleans 18, Louisiana.

WANTED — BROADCAST EQUIPMENT FOR 250 WATT STATION. Need everything from turntables to towers. If you have a 180 foot tower, transmitter, frequency monitor, Modulation monitor, amplifiers, turntables for immediate cash sale address Box 238, BROADCASTING.

TOWER—227 Feet or higher. Box 239, BROADCASTING.

For Sale

FOR SALE, one Western Electric Transmitter, 100-Watt, 201A Model, $500. KFIZ, Fond du Lac, Wisconsin. Details upon request.

FOR SALE: Fonda Cellophane Tape Recorder complete with microphone and stand, also 16 rolls of tape magazine. Perfect condition. Has only been used 4 times. Contact W. B. Wade, General Mills, Inc., 2010 East Hennepin, Minneapolis, Minnesota.

EQUIPMENT WANTED

250 Watt Transmitter. Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.

BOX 199, BROADCASTING

MODULATION MONITOR WANTED

●

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE:

Box 131, BROADCASTING

WANTED TO BUY

● Complete 250 watt Standard Broadcasting Equipment or separate components. Let us know what you have to sell.

BOX 236, BROADCASTING

NAB Board to Determine Future Course In First Meeting With Ryan This Week

TO CHART the future course of the NAB under its new president, J. Harold Ryan, the NAB Board of Directors and its legislative committee meet in Washington today, tomorrow and possibly Wednesday (May 8-10) with a full agenda, covering every phase of radio activity.

Every member of the board of 26 has signified his intention of being present. Seven of the 10 members of the legislative committee also are members of the board and all plan to be present.

Overall Policy Discussion

The meetings will mark Mr. Ryan's first full discussion with the board since he assumed the presidency April 15. Although slightly indisposed last week and under observation because of recurrence of a stomach ailment, Mr. Ryan was in his office last weekend and will preside at the sessions.

The tentative agenda for the Monday session provides for consideration of such matters as organization and finance; public relations policy; consideration of audience and station coverage looking toward a standard formula; broadcast advertising promotion through a projection of the retail promotion plan; labor relations and legal counsel, in view of the vacancies in both posts, and the possibility of appointing one man for both positions; the 1944 budget; realignment of dues classifications with a view to an increase; consideration of an increase in mileage allowance for board and committee members.

Tuesday morning the legislative committee will meet to consider the status of the White-Wheeler bill, now in the process of revision by its co-authors, Chairman Wheeler (D-Mont.) and Sen. Wallace White (R-Me.), acting minority leader. Following that session, the board again will reconvene. Among matters on the second day's agenda are the holding of the NAB annual meeting, now tentatively scheduled for Chicago Aug. 28-31; political rates for time, and related matters.

At the Tuesday afternoon session, the full board will consider the overall legislative picture. The board has gone on record repeatedly in favor of legislation to revise the 1934 Communications Act and spell out the functions of the Commission with regard to broadcast services.

Discussion on Music

Tentatively set for Wednesday morning is a full discussion of music in all its aspects. However, if the legislation session is concluded early enough Tuesday, the board may continue in session Tuesday night to clean up the music slate and adjourn. On the music calendar are such matters as the current AFM-Petrillo situation, including the recording ban, the explosive "platter turner" issue, wherein AFM proposes to unionize record turners at stations, a move that bids fair to provoke a jurisdictional dispute between AFM and IBEW; and the NAB subcommittee report on interpretation of ASCAP contracts, involving efforts by ASCAP auditors to collect on spot announcements contiguous to music program. The latter discussion will be launched by a report from the copyright subcommittee, comprising Campbell Arnoux, WTAR Norfolk; James P. Begley, KYW Philadelphia, and Frank K. White, CBS vice-president and treasurer.

BMI affairs and future operations will close the music discussion.

Board members are Paul W. Morency, WTIC Hartford; Kolin Hager, WGY Schenectady; Roy F. Thompson, WFBG Altoona; G. Richard Shafto, WIS Columbia, S. C.; James W. Woodruff Jr., WRBL Columbus, Ga.; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island, Ill.; John J. Gillin Jr., WOW Omaha Omaha; E. L. Hayek, KATE Albert Lea, Minn.; William B. Way, KVOO Tulsa; Hugh A. L. Halff, WOAI San Antonio; Ed Yocum, KHGL Billings, Mont.; Arthur Westland, KRE Berkeley, Cal.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; James D.Shouse, WLW Cincinnati; J. O. Maland, WHO Des Moines; Barney Lavin, WDAY Fargo; Don S. Elias, WWNC Asheville, N. C.; Herbert Hollister, KANS Wichita; Frank King, WMBR Jacksonville, Fla.; Paul W. Kesten, CBS New York; Frank M. Russell, NBC Washington.

Members of the legislative committee who are not on the NAB board are J. Leonard Reinsch, WSB Atlanta; Clair R. McCollough, WGAL Lancaster; and Joseph H. Ream, CBS New York.

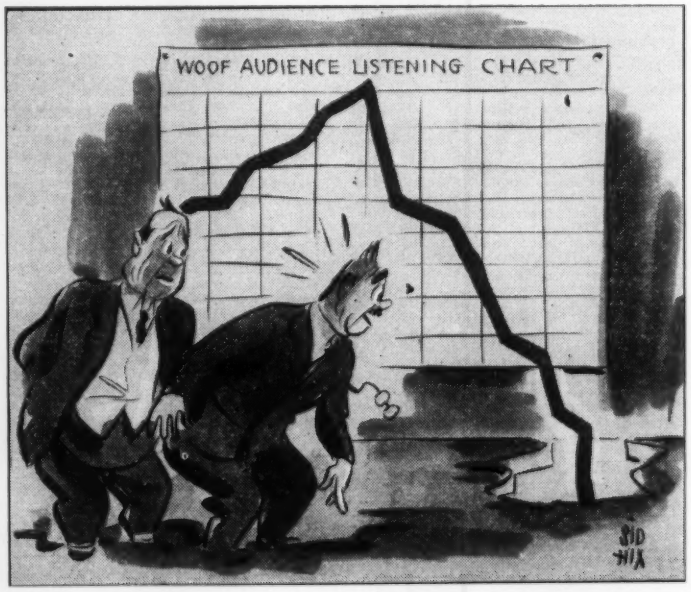
Paratroop Reporter

THOMAS GRANDIN, Blue Network war correspondent in London, is now officially rated as a paratrooper. As part of his preparation for covering the imminent invasion of Europe, Mr. Grandin received permission from the American command in Great Britain to take the paratrooper training course. He made five parachute jumps during his training period.

Hope Still Leads Top 15 In Latest Hooper Rating

BOB HOPE again heads the list of "First 15" programs in the April 30 evening Hooper ratings. *Fibber McGee & Molly* who have alternated with Bob Hope at the top of the list are second. They are followed by *Charlie McCarthy*, Red Skelton, *Radio Theatre*, *Davis with Haley*, Jack Benny, *Mr. District Attorney*, *Take It Or Leave It*, *Screen Guild Players*, Abbott & Costello, *Aldrich Family*, Walter Winchell, Kay Kyser, and Bing Crosby.

Average evening program rating of 9.6, is down 0.3 from last report, down 0.9 from a year ago. Average sets-in-use of 28.9, is down 0.6 from last report, no change from a year ago. Average available audience is 78.4, up 0.5 from last report and down 0.2 from a year ago.



Drawn for BROADCASTING by Sid Hix

"Frankly, Business Has Dropped Off Since We Quit Our 'Major Money' Programs!"

Maj. Louis Wasmer In Governor Race

KHQ, KGA Owner Republican Candidate in Washington

YIELDING to the behest of citizens and organizations in his home state, Maj. Louis Wasmer, owner of KHQ and KGA Spokane, last Friday announced his candidacy for the Republican gubernatorial nomination in Washington. The primaries are July 12 and his opponent for the nomination will be the incumbent Governor, Arthur B. Langley.

Individuals and groups in the state have run newspaper campaigns asking that Maj. Wasmer declare his candidacy. Support of the National Grange, American Legion, labor groups and other organizations is regarded certain.

Urged By Many

"I have decided to become a candidate for the office of Governor of the State of Washington", Maj. Wasmer announced last Friday in Washington, D. C., where he is assigned to duty with the Army Air Forces. "A number of petitions, many telegrams and letters have been received from representative citizens and organizations from all parts of the state urging me to file", he added. "Since I am presently serving in the Army Air Forces, the decision to enter the campaign has been made only after most careful thought. If it is the judgment of the majority that I could make a greater contribution as governor then I will feel honored and privileged to serve".

Maj. Wasmer, licensed pilot and aviation enthusiast, was commissioned a captain in the Civil Air Patrol shortly after Pearl Harbor. He transferred to the air forces more than a year ago.

Sadenwater Heads RCA Equipment Sales in East

APPOINTMENT of Harry Sadenwater, pioneer radio engineer as broadcast equipment sales manager for RCA in the eastern region was announced last Friday by T. A. Smith, standard radio and sound equipment sales manager, and M. F. Blakeslee, eastern regional manager. Mr. Sadenwater will headquarter at the RCA sales office at 411 Fifth Ave., New York, and will be responsible for sale of broadcast transmitters and associated equipment to eastern broadcast stations. He leaves his post as manager of services for RCA laboratories at Princeton, N. J., to accept his new position.

Mr. Sadenwater has been in communications for 30 years, and was identified with broadcast engineering sales with General Electric Co. following the last war. He built such stations as KGO Oakland and KOA Denver, both formerly owned by GE. He also directed the installation of the first 500,000 watt commercial transmitter for WLW Cincinnati.

About eighteen months ago, continuing measurements in Cincinnati reflected an abnormal audience rating for one local station. Investigation revealed that the only material change in the station's programming was the addition of a dialing-for-dollars type of money give-away program. Simultaneously, similar types of programs were reported in other cities with the same results; later two other local stations started money give-away programs. A more careful study of the ratings revealed an even more alarming situation—an inflated audience indicated by a disproportionate increase in sets-in-use.

It is reasonable to believe that smart, intelligent programming of any radio station may well result in an increased share of audience for that station. We are not convinced, however, that the mere giving of money over the air will have a tendency to increase the percentage of sets-in-use to any appreciable degree.

We believe that such unorthodox programming practices are of questionable value to an industry which can only develop properly upon a base of undistorted factual knowledge. Therefore, WSAI deliberately inaugurated a program of greater intensity than any previously conducted—its sole purpose to prove that the use of money give-away programs results in a completely misleading picture of the market.

Space does not permit a description of the details of how $5,000 in War Bonds were given away, or the complete results. As an example, however, in the 8 to 10 AM period, C. E. Hooper reported for Cincinnati in January, 1944—11.2% sets in use, with an index of 24.3 for WSAI. After eight weeks of money give-aways, Hooper showed for March, 1944, in the same period, 21.8% sets in use (an increase of 94.5%), and a listening index of 50.7 for WSAI (an increase of 108.5%). Frankly, we do not believe the latter figures reflected a true picture of WSAI's audience, or of listening habits in Cincinnati.

To make an analysis of the whole problem, we have retained Dr. Herman S. Hettinger to make a searching study of Hooper reports for Cincinnati, and a number of other cities where money give-aways have been broadcast. Dr. Hettinger is former Dean of the Wharton School of Finance, University of Pennsylvania, and an eminent authority on market research and radio. With the cooperation of C. E. Hooper, Inc., this study will be made to determine: first, the effect of money give-away programs on station ratings; second, the true effect of money give-away promotions on audience listening habits; and third, inherent dangers in inflated radio audience figures.

When Dr. Hettinger's findings are completed, a comprehensive report will be made available upon request to any station, advertising agency, or advertiser interested in the problem.

WSAI

Division of The Crosley Corporation
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO